



Brazilian-American
Chamber of Commerce of Florida
EST. 1981

SGG **INTERNATIONAL**

Office&Co.

High-Impact B2B Sales Strategy for a Newcomer in the US Market



Special Thanks



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Developing a Strategic Sales Mindset.

Understanding your business' value chain to create a winning customer segmentation model.

Building a substantial B2B value proposition.

Designing consistent core selling messages to support sales forces leverage on your company's strategic advantages.

Establishing the intelligence and discipline of a successful Sales Process.

A photograph of three business professionals standing in an elevator. In the center is an older man with grey hair, wearing a light-colored suit jacket, a blue shirt, and a light tie. To his left is a woman with dark hair, wearing a light-colored blazer and a matching skirt. To his right is a younger man with dark hair, wearing a dark suit. They are all looking towards each other, suggesting a conversation. The background shows a blurred view of a city through the elevator's glass walls. The text "the ELEVATOR pitch" is overlaid in white, lowercase letters, with "ELEVATOR" in all caps.

the ELEVATOR pitch

A Family Business



SOFTMARKETING
SOLUÇÕES EM MKD E CALL CENTER

Curitiba
1986



Os irmãos
Osmar Correa (à
esq.), Marcelo
Silva (ao centro)
e Onez Silva,
sócios da
Softmarketing,
inauguram em
maio a sede da
empresa
curitibana de
Call Center, com
6,5 mil metros
quadrados de
área construída.



SGG **INTER
NATIO
NAL**

Miami
2014

Soft Global Group



SGG **INTERNATIONAL**

SGG **CC**
CONTACT CENTER

SGG **RI**
RESEARCH INSTITUTE

soft
cine produções

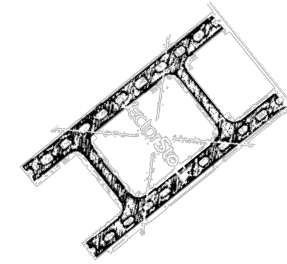
NEOLIVE
MARKETING

Soft Global Group International is the holding company of a group of specialized marketing services firms with over 30 years in the market.

Soft Global Group



SoftCine produces TV Ads, corporate communication, events, broadcasting and **much more** related to **video productions**.



1986



SoftMarketing operates in Brazil and Paraguay **inbound** and **outbound** contact center in native Spanish and Portuguese.



1993



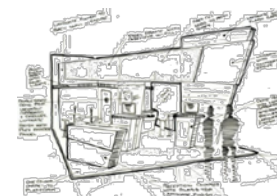
Operate **full ad-hoc** studies in USA and LATAM, and provides data collection (CATI or fieldwork) for Research Institutes.



1995



Strategic solutions for Branding, Corporate Events, Digital Marketing, Trade Marketing, Promotional Platforms and Proprietary Events.



2014

Why do we do this?





“Our business environment needs that the small and medium-sized (Brazilian) companies can survive and succeed.”

An aerial photograph of New York City at sunset. The Empire State Building is the central focus, standing tall among other skyscrapers. The sky is filled with soft, golden light and scattered clouds. The city's dense urban landscape is visible in the foreground and middle ground, with various building styles and colors. The water of the harbor is visible in the distance.

Why aren't small and
medium companies
taking the Sales leap?

Why aren't small and medium companies taking the Sales leap?

- Focus on Operational and Bureaucratic aspects of the business.
- Don't know their market. Haven't done a Market Research.
- Define marketing strategies based on common sense and trial & error.
- Spend little time analyzing and planning but a lot of time "learning by doing".
- Don't have a clear direction. "All-over-the-place" behavior.
- Think that Measuring, Assessing and Feedback aren't important.

The Foundations of a Good Sales Strategy



**MARKET
RESEARCH**



**BRAND AND PRODUCT
FOUNDATION**

An aerial photograph of the New York City skyline at sunset. The sky is filled with soft, golden light and scattered clouds. The city's dense collection of skyscrapers is visible, with the Empire State Building standing prominently in the center. The text "1. Developing a Strategic Sales Mindset." is overlaid in a large, white, sans-serif font across the middle of the image.

1. Developing a Strategic Sales Mindset.

An aerial photograph of a city skyline at sunset. The sky is filled with soft, golden light and scattered clouds. The city below is densely packed with skyscrapers and buildings, with the Empire State Building standing prominently in the center. The overall atmosphere is warm and dramatic.

Sales Cure All.

Know how your company will
make money and how you
will actually make sales.

Mark Cuban

An aerial photograph of the New York City skyline at sunset. The Empire State Building is the central focus, with its spire reaching towards the sky. The city is densely packed with skyscrapers, and the sun is setting behind the horizon, casting a warm, golden glow over the scene. The sky is filled with soft, colorful clouds.

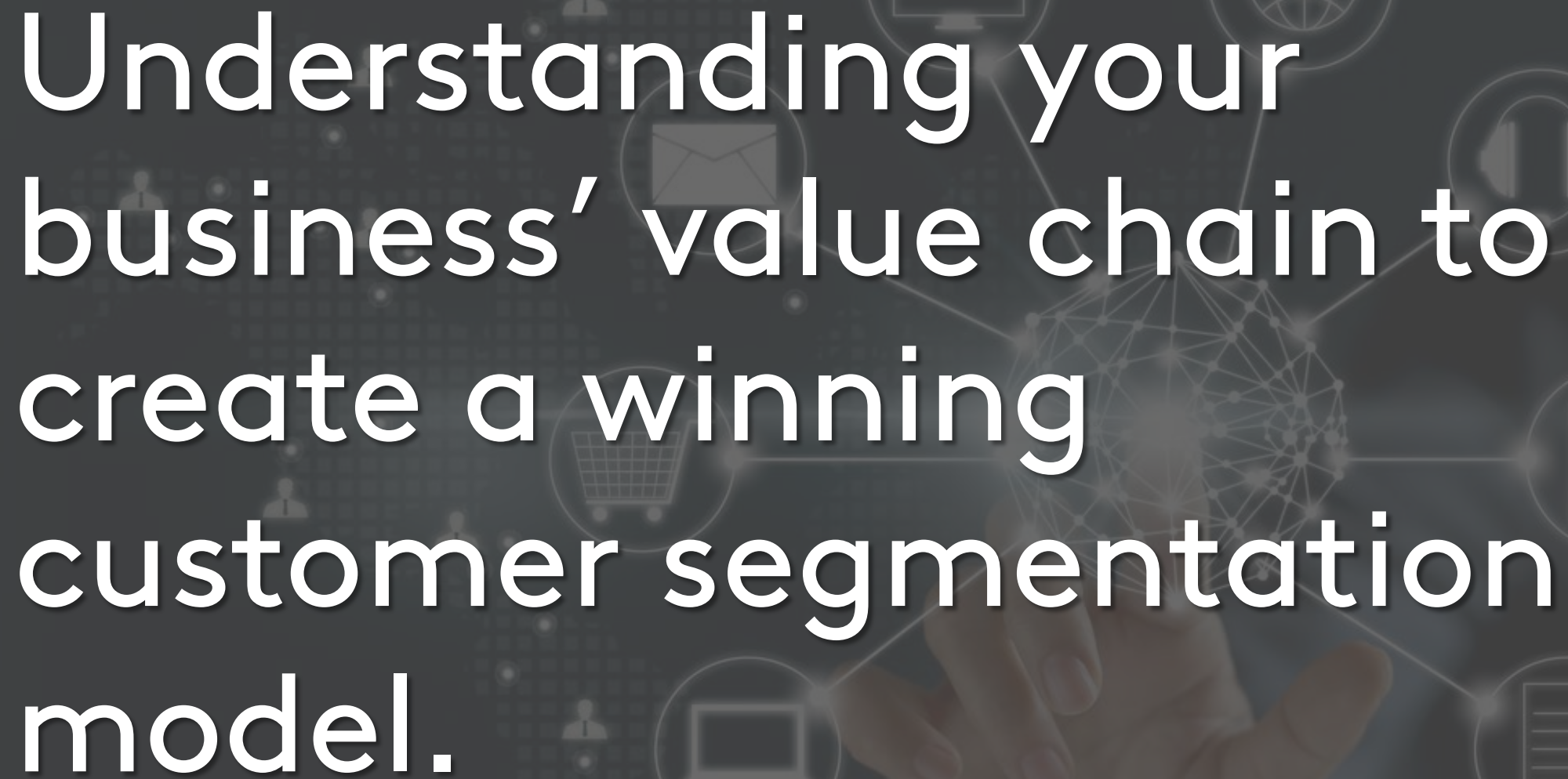
Don't just think.

WRITE a Sales Plan

Discipline, focus and agility.



Honesty, flexibility, pursuit of excellence.



Understanding your
business' value chain to
create a winning
customer segmentation
model.

Contact Center Industry Overview

Major Companies



alorica CONVERGYS
SITEL TeleTech.



ATENTO:



Teleperformance
Transforming Passion Into Excellence



Transcom



\$300 Billion
Global Call Center Revenue
per Year

Main Spanish Competitors in the US



Hispanic Call Centers



callZilla



ListenUpEspañol

Top Contact Center Vendors

AVAYA



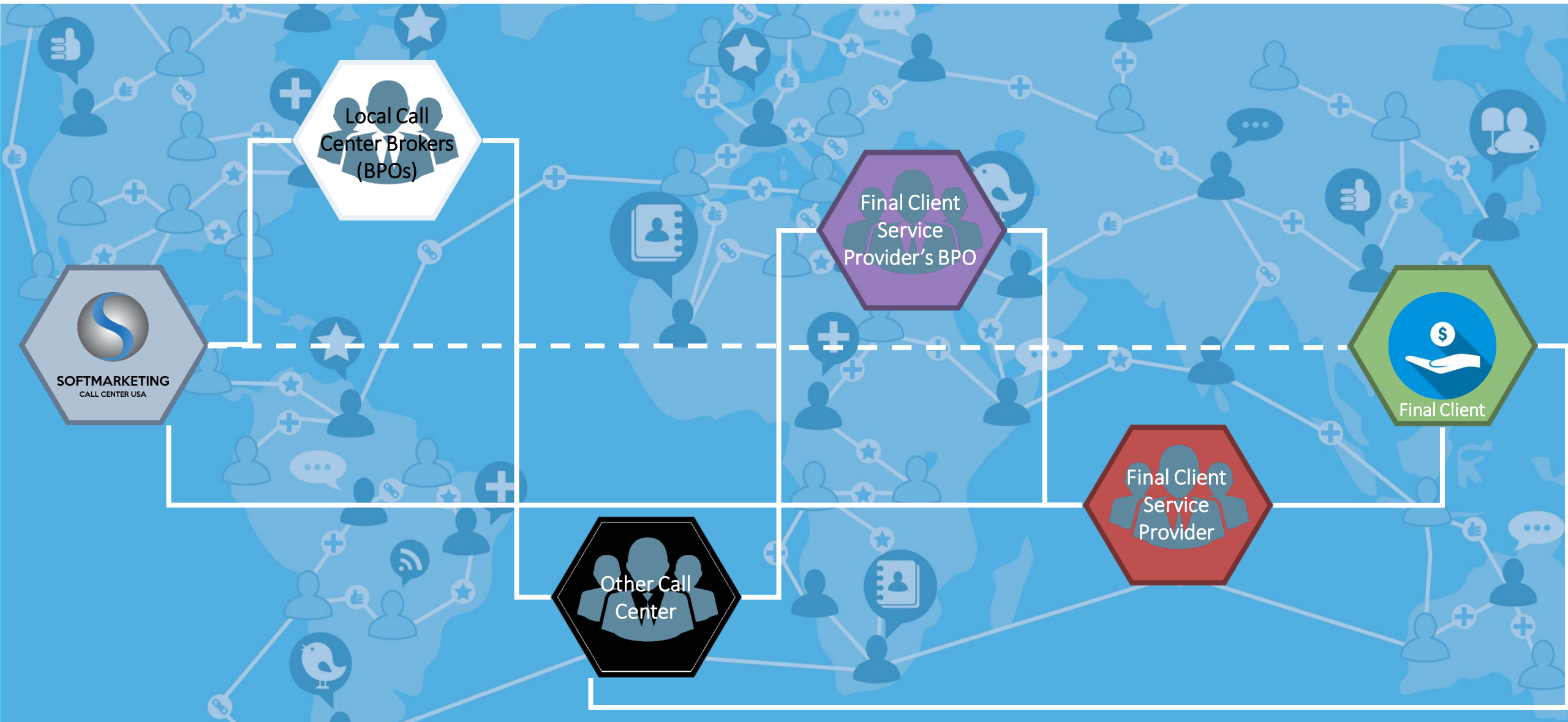
8x8, Inc.



Genesys



US Contact Center Industry Value Chain





**Building a
substantial B2B
value proposition.**

Value Proposition



Only small-medium Portuguese & Spanish Contact Center based in the U.S. for better customer service.



Service provided through Brazil, Colombia, Chile and Paraguay which allows us to offer competitive prices with high quality.

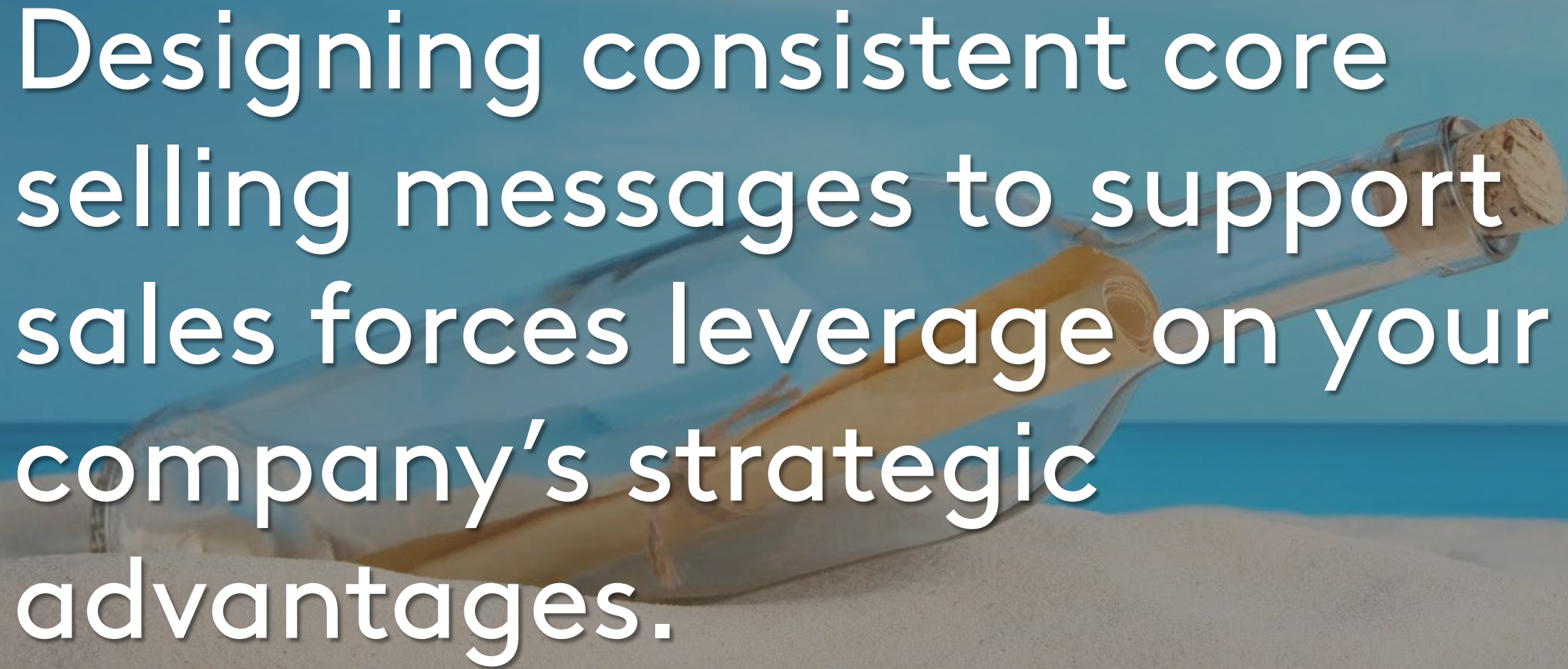


Our on-site computer engineers develop our platforms to be open-source based (Linux) for flexibility and customization with no licenses costs.



World-class technology compared to the best contact centers in the world. Also, redundant sources of electricity, telephony and data.

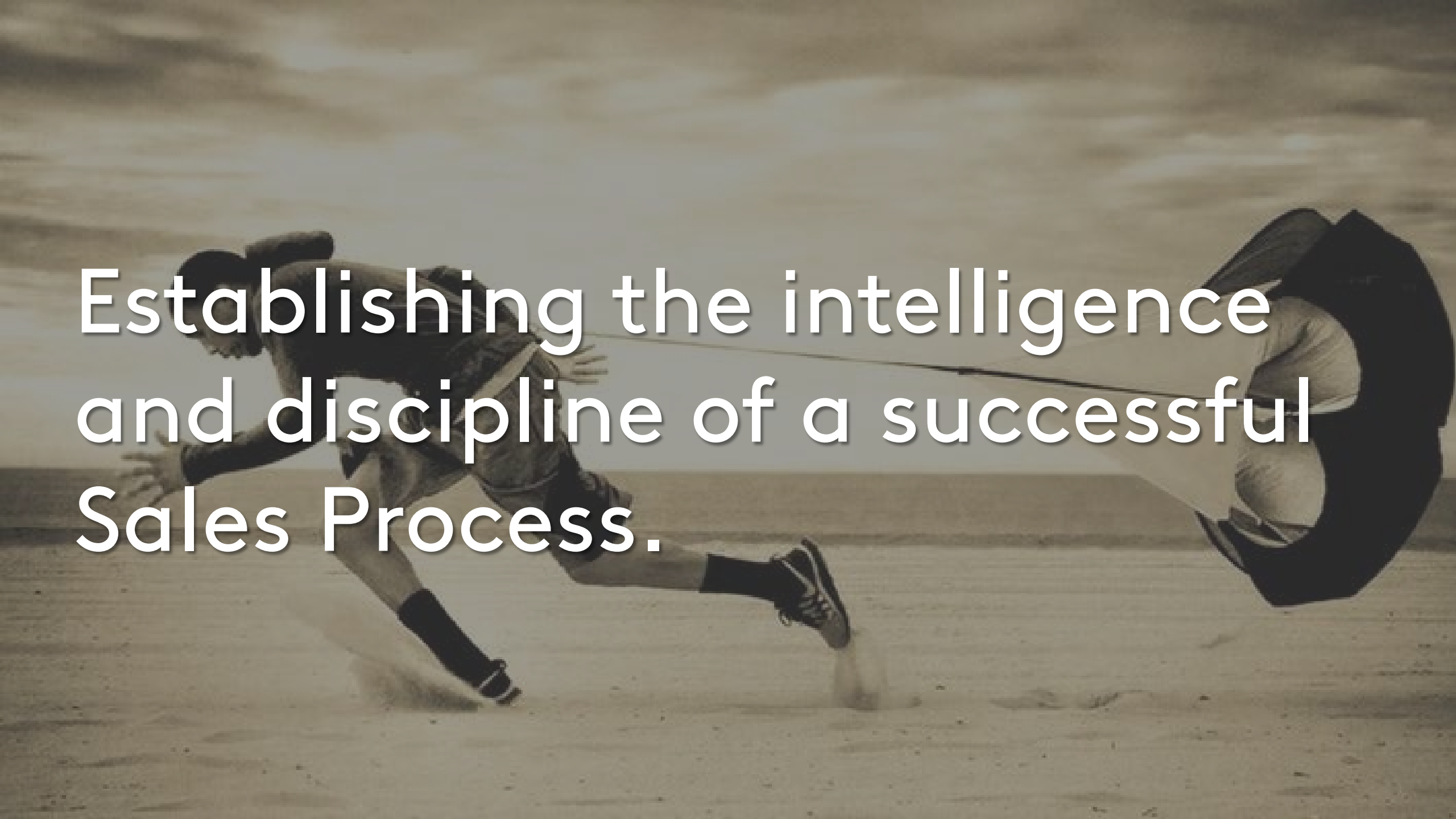


A glass bottle with a cork, containing a rolled-up scroll, resting on a sandy beach with the ocean in the background. The text is overlaid on the image.

Designing consistent core
selling messages to support
sales forces leverage on your
company's strategic
advantages.

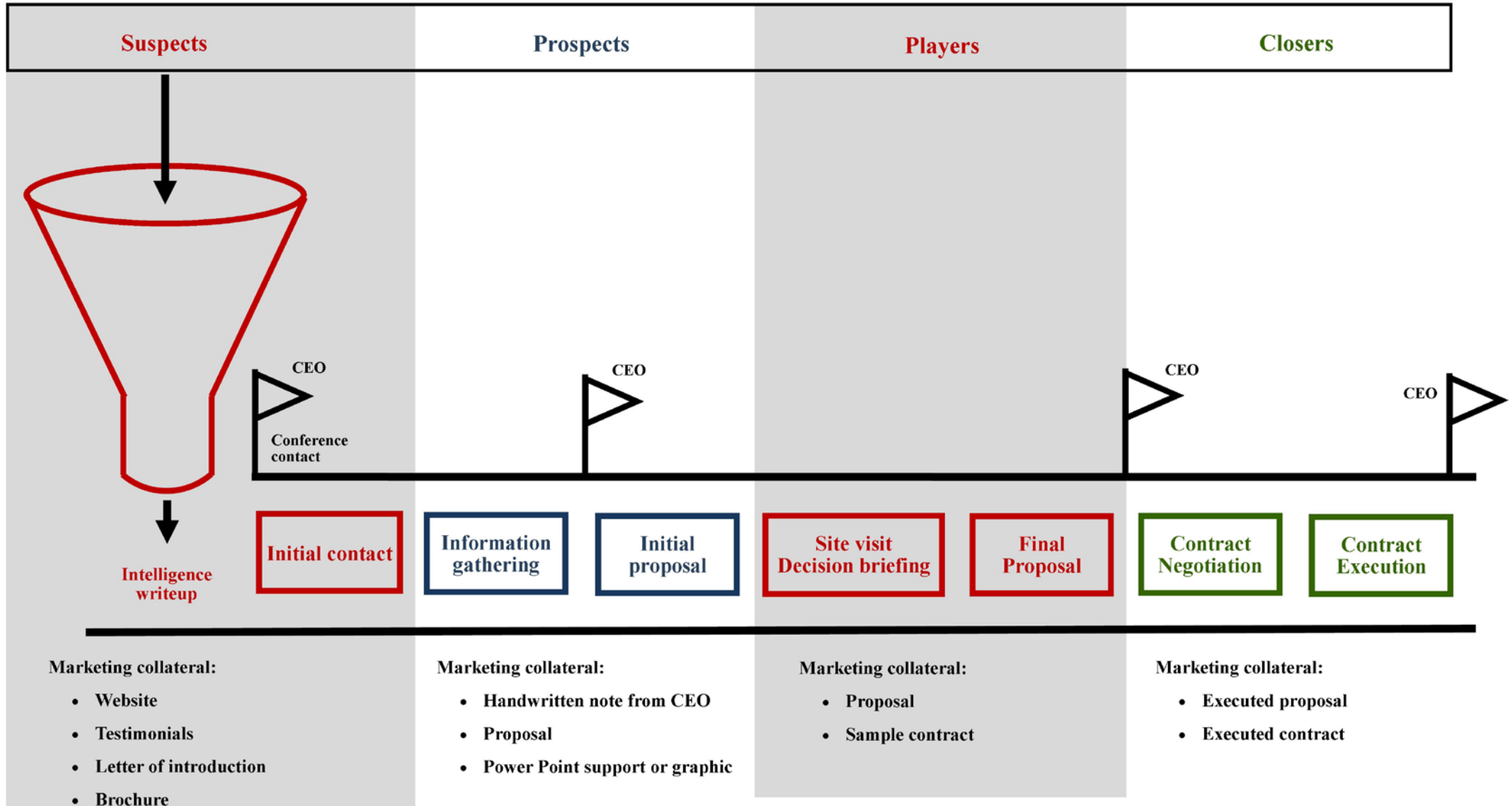
A group of five business professionals (three men and two women) are gathered around a table in a meeting. They are looking at a laptop and some papers. The scene is brightly lit and has a professional, collaborative atmosphere. The text 'TEAM Work' is overlaid in the center in a white, bold, sans-serif font.

TEAM Work

A person is shown from the side, pulling a weighted sled on a sandy beach. The person is wearing a dark tank top, shorts, and athletic shoes. The sled is a large, dark, rectangular object with a handle. The background shows the ocean waves and a clear sky. The text is overlaid in the center of the image.

Establishing the intelligence
and discipline of a successful
Sales Process.

Our Sales Process



A group of five business professionals (three men and two women) are gathered around a table in a meeting. They are looking at documents and laptops, appearing engaged and collaborative. The scene is set in a bright, modern office environment. The text "Team Reactions" is overlaid in the center of the image.

Team Reactions



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Thank you!

