



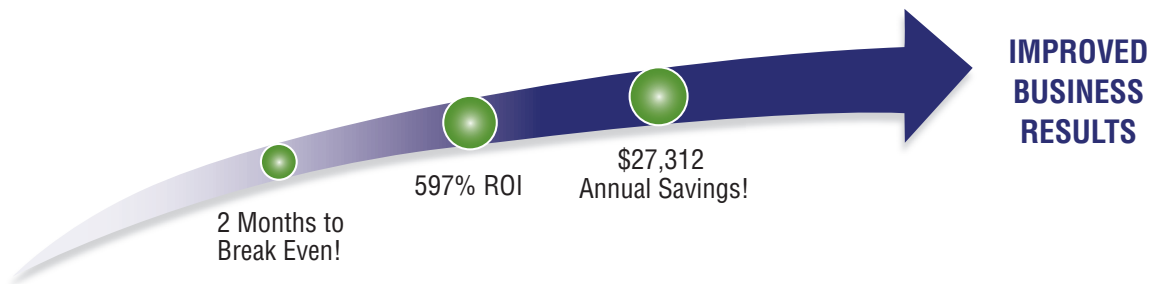
What is your potential ROI when investing in a pre-drilled down list?

- A *\$5,500 pre-drilled down list is paid for less than two months in reduced losses...with only ONE sales person! (*What if you have two or three??*)
- Reach break-even in less than eight weeks
- Hard cost savings alone will pay for the list more than five times in less than a year – with an annual ROI of 597%!
- Factor in soft costs savings like increased productivity, shorter sales cycle, reduced turnover and greater job satisfaction – and ROI skyrockets!
- What if you have two, four or six sales people? The ROI numbers are staggering. Ask yourself, “Can we afford to continue wasting this much money?”

**Sample cost of MTG’s maintained decision maker database – \$5,500*

Calculating ROI

WHAT IS YOUR ANNUAL ALL-IN COST/SALES REP?	\$87,500
Average Cost/Hour per Rep	\$42.07
WHAT % OF TIME IS SALES REP PROSPECTING EACH WEEK?	50%
Hours/Week Prospecting	20
WHAT % OF PROSPECTING TIME SEARCHING FOR DECISION MAKERS?	75%
Hours/Week Wasted while Prospecting	15
Weekly Waste	\$631
HOW MANY SALES REPS DO YOU HAVE?	1
Monthly Waste per Sales Rep	\$2,734
Annual Waste per Sales Rep	\$32,812



- > Don't let prospecting weigh down your sales and marketing teams!
- > Balance your inbound and outbound sales and marketing efforts!

PRE-DRILLED MARKETING LISTS

PROSPECTING

