



## Achieve Greater Productivity with Less Money

### More Effective Prospecting Within Corporate Training & HR

You would be SHOCKED how much time your team WASTES prospecting to find the decision makers they seek. They sit on hold, bounce from one person to the next, listen to large HR voice mail menus, etc. This is because they are likely using GENERIC HR marketing lists. What a waste!



#### HOW MUCH time is wasted looking?

The findings are clear – and sales people will confirm – time spent drilling into corporate training organizations “in search of” breaks down like this:

- 75% of the time is spent looking for the RIGHT person, and
- Only 25% of the time is spent **communicating** with them

#### QUESTION

How much does that “inexpensive” list really cost you when you factor in decreased productivity?

#### ANSWER

Much more than the initial list fee! Factor in the typical high inaccuracy rate and lack of real decision-maker info in most lists, and the **true cost** of that “inexpensive” list goes way up.

#### REALITY

“Less expensive”, general HR prospecting lists cost far more in the end, when your sales people are forced to spend time **looking for the REAL decision makers** responsible for:

- Spearheading projects
- Creating new initiatives
- Controlling the budget
- Making the decisions

**Does your “less expensive” list give you that info? Probably not. But Mentor Tech Lists Do!**

**Bottom Line – Time is Money:**  
Your staff is wasting 75% of prospecting time...



## ...Fortunately, there is a **BETTER** way to prospect – with an impressive ROI

### What is the ROI of investing in a pre-drilled-down list?

- A \$5,000 pre-drilled-down list is **paid for less than two months** in reduced losses...with only ONE sales person!  
*(What if you have two??)*
- Reach break-even in less than eight weeks
- Hard cost savings alone will pay for the list more than six times in less than a year – with an annual ROI of 651%!
- 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?**”

**Take advantage of resources specifically created to drill into corporate training organizations to find actual decision makers and buyer influencers!**

### Calculate Return-On-Investment

#### How many hours are wasted on UNNECESSARY drill-down work?

If 50% of sales time is prospecting (20 hours, or substitute your numbers) – and 75% of prospecting time is wasted: **15 hours is wasted weekly per sales rep** (75% x 20 hours)

#### How much is this costing you?\*

**Weekly waste: \$631.05**  
(15 hours x \$42.07 per hour)

**Monthly waste: \$2,713.52**  
((\$631.05 x 4.3 weeks per month)

**Yearly waste: \$32,562.00**

You are paying \$42.07 (or more) per hour to your sales people. Drilling down in search of the corporate training decision maker is not \$42/hour work – it’s \$14 per hour work! **Why pay TRIPLE the cost?**

(\* Assumes all-in sales rep cost of \$87,500/yr.)

### MORAL

Don’t make a \$42/hour employee do \$14/hour work!

**Give your reps the accurate lists of decision makers they seek. Call Mentor Tech Group to learn how.**

Call us at **651-457-8600**  
to start saving time and money!