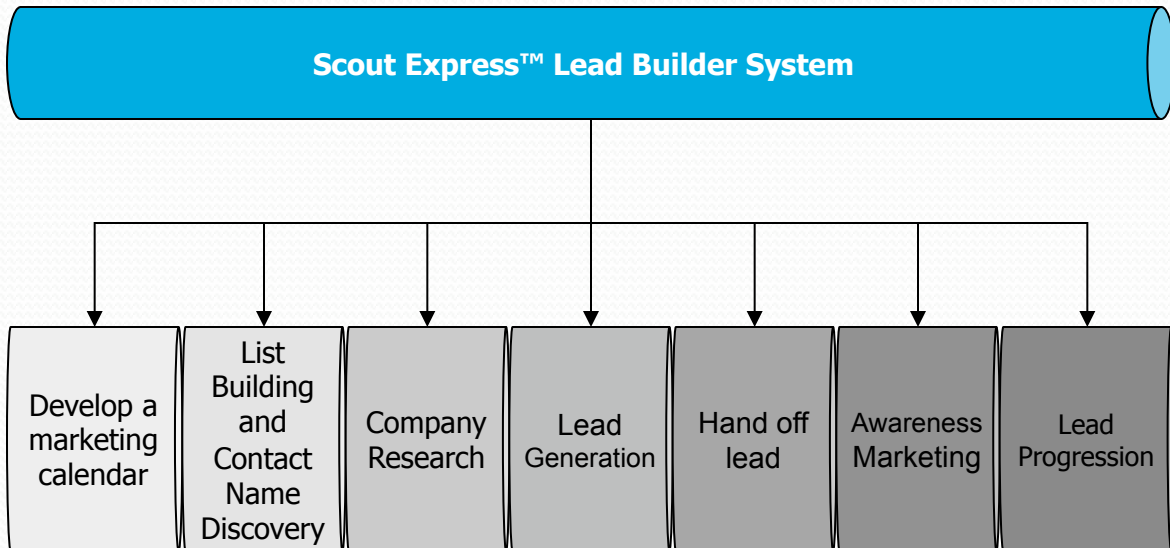


3. Ridge Scout Lead Builder - creating new sales opportunities

Based on the output of the Sales Navigator program, a call campaign will be designed and launched. The **Scout Lead Builder System** will identify prime contacts in organizations in the target market. A full lead generation campaign will begin. The program will guarantee a set number of new sales cycle.



We will use the Sales Playbook to ensure that sales teams are prepped and ready for their client calls. Sales teams will have a full understanding of the business pains, the impact of those pains, and the customer’s vision for success. We will ensure that the sales team’s first meeting with the prospect will be an informed and productive conversation.