MarketStar is
the pioneer of

Sales as a Service™

MarketStar Vision and Mission

Our Vision

Create Great Experiences

Our Mission

We accelerate our clients' revenue through innovative solutions and empowered employees.

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How We Implement the Sales as a Service Solution

Sales as a Service programs feature an integrated mix of people, informed by insights and enabled by technology that creates an intelligent execution strategy to accelerate sales for clients.

Insights

- Business Intelligence
- Predictive Analytics
- Data and Profiling Services
- Coverage Modeling

People

- Inside & Field Sales Teams
- Marketing Specialists
- Sales Engineers & Solutions Architects
- Specialized Trainers

Technology

- CRM/PRM Expertise
- Automated Marketing
- Sales Acceleration Tools
- Social Selling Platforms

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MarketStar's **impact** occurs at the intersection of science & art

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Our Business is Sales

Sales as a Service is the design and execution of **Direct** and **Partner** sales programs, utilizing telephone, digital, and face-to-face engagements to maximize revenue and ROI for clients.

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Partner Channel Solutions

When to Use MarketStar

Recruit, Revive & Onboard Partners
Profile-driven recruitment process that accelerates partner activation for quick ramp to revenue

Partner Sales Management
Quota-bearing enablement and business planning that accelerates partner sales growth

Partner Marketing Management
White glove marketing enablement and campaign support designed to build a strong sales pipeline

Active Partner Support
Extend revenue growth and increase partner loyalty with pre-sales , post-sales and technical support

Our Work

CITRIX®

Drive **incremental revenue** with 500 **non-transacting Citrix partners** through integrated partner **nurturing**

Hewlett Packard Enterprise

Inside channel sales team **develops and maintains** 112% of annual sales quota for **HPE partners**

vmware®

Technical and **sales enablement** for over **10,500** enterprise, professional and registered **VMware partners**

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Direct Channel Solutions

When to Use MarketStar

Data Accelerator
Properly targeting, cleansing and augmenting prospect data to improve lead outreach.

Lead Qualification
Create sales-ready conversations by progressing leads towards a buying decision.

Customer Acquisition
Prepare and deploy dedicated sales professionals that add expertise, or extend existing coverage.

Account Management
Actively support, incentivize and sell to current customers.

Our Work

AdRoll

Consistently doubled monthly sales quota by **acquiring and setting-up SMBs** for AdRoll ad retargeting services

ellucian.

Created a **streamlined lead qualification** practice and maintained 150% of quota on **qualified leads** for **internal sales teams**

Google fiber

Selling Google Fiber services into **Multiple Tenant Units (MTU) and SMBs** and hitting over 140% of sales quota

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Who We Engage

Sales as a Service capabilities spans the complete customer buying journey. MarketStar has launched, sold and supported thousands of products and services directly with customers, through channel partners, and on behalf of large enterprise corporations.

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Talent is Everything

Talent is Everything

Foundational to MarketStar's recruiting process is our "Talent Is Everything" principle.

Success comes in identifying, attracting and hiring the right candidates that lives and breathes the image and culture of our Clients. The benefits are:

- Job fit (on-brand and on-profile)
- Personnel more likely to succeed in their roles
- Customer satisfaction

Energetic & Engaging
Knowledgeable
Brand Enthusiast

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Attracting and Keeping The Right Sales Champions

Hire the Right People

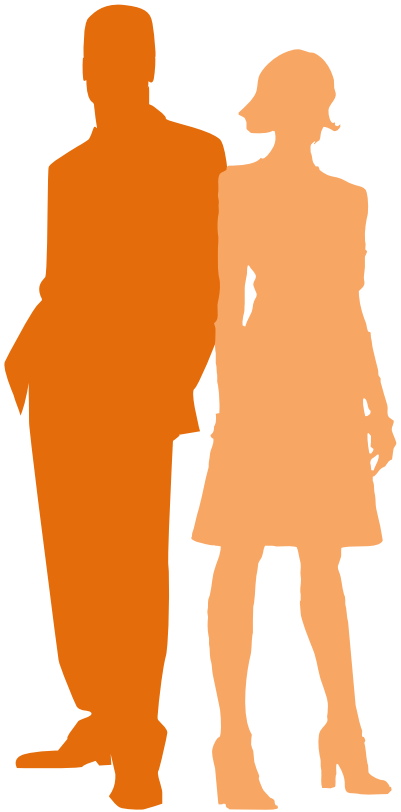
MarketStar's infrastructure and tools enable us to recruit, hire, and retain better employees who embody our Client's Brand:

- Passionate
- Adept
- Seasoned
- Aware
- Honest
- Altruistic
- Intelligent

Competitive Benefits

In addition to paid vacation and personal leave time, we also offer qualifying employees:

- medical and dental insurance
- vision benefits
- long term disability benefits
- Section 125 flex benefits
- life insurance
- 401(k) retirement program
- employee stock purchase plan



Positive Culture & Work Environment

We enable employees to find balance in their personal, family, spiritual, and work life and create a culture where performance and excellence are rewarded.

Defined Predictable Career Path

We attempt to promote from within, and through our performance management system to identify and reward top performers.

Recognition Programs

Our commissions and bonuses are easily calculated and documented. We reward stellar performers each quarter with our RockStar Award and provide on the spot rewards for sales and service excellence.

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Thank You

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