



Capability Statement

130 W 2nd St, Suite 1050 | Dayton, OH 45402
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About Our Company

Acadia delivers high-value sales opportunities to drive growth for B2B organizations. Our clients rely on us to:

- Design programs to attract and uncover new sales opportunities
- Nurture and qualify new leads effectively
- Provide essential market feedback necessary to close

Experts In

- Navigating complex sales cycles to develop a sales pipeline
- Tracking and analyzing metrics to optimize results
- Providing detailed business intelligence which drives strategy

How We Do It

Acadia has developed a comprehensive process that targets high-value opportunities for our clients. This includes an Acadia team that executes the plan by capturing sales ready leads, updating and adding new contact data, collecting business intelligence and analyzing results to quantify ROI. This results in new key accounts, with an average ROI of 5:1.

Testimonial

"With the assistance of Acadia, we have been able to quickly grow our active prospect list with contacts at companies that we know are a match for our services. Acadia does the heavy lifting when it comes to the initial calls and is amazing when it comes to getting detailed information for follow up."

- Lane Burnett -
CEP Technologies

Awards

Fastest Growing Company in the Dayton Region in 2008 and 2009

Rookie Business of the Year for 2009



Margery Murphy
President

50 Most Influential Sales Lead Management Professionals List

SLMA Top 20 Women to Watch

Services

INBOUND:

Marketing automation
Content generation
Marketing analytics

OUTBOUND:

Sales communication
Sales pipeline development
List & data augmentation

OMNIBOUND®:

Blending inbound and
outbound best practices

Company Designations

NAICS Codes:

541613 – Marketing Consulting Services

561422 – Telemarketing Bureaus

541910 – Market Research & Public Opinion Polling

Duns Number:

93014262

WBENC Number:

2005117299

