

WEST  
BUSINESS  
SERVICES



A BETTER WAY TO HELP BUSINESSES GROW





West Business Services is the nation's premier provider of business-to-business sales solutions. We work with companies to identify the sales challenges that are keeping them from maximizing their revenue goals. Once identified, we then develop a customized inside sales solution that will help maximize sales and improve market share through sales force optimization. Our customized inside sales solutions are designed to compliment your existing sales force. From Lead Management and Team Selling to Sole Territory Coverage and Account Management, our customized inside sales solutions can help your company reach targeted accounts quickly, efficiently and with greater frequency as compared to a traditional sales force. Our unique approach combines extensive business-to-business sales experience in a variety of markets with superior sales processes and tools to help companies discover, nurture and grow business-to-business relationships.

## Results-Driven Sales Solutions That are Designed for Today's B2B Companies

**A**t West Business Services, our focus is business-to-business sales with expertise in the Healthcare, small-to-medium sized business (SMB) and Consumer Products markets. We provide companies with the ability to drive incremental sales, increase revenue and strengthen relationships, through our comprehensive portfolio of business-to-business sales solutions.

Every client is supported by a dedicated team of inside sales professionals who exclusively represent your business. We work with you to understand the profile of your target customers and then develop a comprehensive sales plan to win business and nurture your existing accounts. We help you derive greater value from your business relationships by:

### **Dramatically Increasing Sales**

Our experienced consultative sales professionals are skilled at increasing close ratios, producing more revenue per sales call and ultimately growing your market share. We can also direct our efforts towards win-back strategies with former customers to further strengthen your position in the market.

### **Improving Business Relationships**

Our extensive infrastructure, vast experience and proven sales processes help improve business-to-business customer care relations, reduce customer relationship costs and allow you to focus on your core competencies. We are able to deliver new business and strengthen existing relationships to ensure maximum revenue for our clients.

### **Increasing Market Share**

In today's competitive business climate, increasing "mind share" is critical to improving market share. Our highly focused sales associates are skilled at enhancing existing business relationships to keep your brand or service front and center with clients.

Our combination of sales experience, business-to-business expertise and proven processes are just some of the reasons our partners have chosen us to compliment their existing sales strategies. Our customized inside sales solutions deliver superior results, giving you the power to increase sales and identify new opportunities for growth. By working closely with your company to fully understand your unique sales challenges, we can develop customized sales solutions that will provide you with several key benefits, including:

- Generate new market sales
- Eliminate gaps in coverage
- Increase face-to-face selling time



- Strengthen the sales pipeline
- Build solid relationships
- Recover accounts
- Retain more customers
- Increase speed to market
- Reduce sales costs

Today more than ever, it's essential to manage your accounts before and after the sale in order to maintain and grow your revenue and market share. We carefully select sales professionals that will best suit your program based on their specific industry knowledge and ability to win business. In addition, we can seamlessly integrate state-of-the-art technology tools that will enhance your sales approach along with reducing your costs of sales.

As a wholly owned affiliate of West Corporation, West Business Services is a financially strong partner focused on delivering results driven business-to-business sales solutions that help many of today's Fortune 1000 companies increase sales and provide better customer care.

SMALL-TO-MEDIUM  
SIZED BUSINESS  
MARKET



*We have developed a portfolio of customized inside sales solutions that will help you overcome the challenges that are associated with the SMB market and capitalize on every opportunity.*



## Highly Tailored Sales Solutions That Allow You to Win and Sustain New Business

**A**t West Business Services, we recognize how important the small-to-medium sized business (SMB) market is to your revenue and profit goals. That is why we have developed a portfolio of customized inside sales solutions that will help you overcome the challenges that are associated with the SMB market and capitalize on the sales opportunities that exist in this segment.

### Sales Challenges

One of the greatest challenges in serving the SMB market is how to effectively sell products and services into this segment. The challenge for many companies is their traditional sales strategy is not well suited to engage SMBs or to do so cost effectively. In most cases, there are not enough sales representatives, too little time spent with accounts and skyrocketing costs. One company may define SMBs as those with a certain number of employees, while another might base the decision on total revenue, making the market difficult to target. You may face several challenges in maximizing your SMB sales and that is why we are here to help.

### Generating Additional Revenue Opportunities

The SMB market, comprised of a largely untapped customer base, holds enormous growth potential for companies. With West Business Services, the revenue opportunity for companies to sell products and services to the SMB market is significant. West Business Services gives you the power to successfully penetrate the SMB market, helping you reinvent your go-to-market sales strategies to maximize the potential of this segment.

### Solutions

West Business Services is supported by a dedicated inside sales team that has extensive experience in the SMB market, who exclusively represent your products and services. We have SMB market expertise in:

- Office Products
- Technology Products
- Building Products
- Transportation Services
- Communication Services
- Financial Services

For many years, we have utilized this experience to develop a portfolio of proven, results-driven sales solutions that have helped companies reinvent their sales strategies, capture new accounts and speak directly to the SMB customer on value, relevance and brand. Our inside sales solutions include: Lead Management, Sole Territory Coverage, Team Selling and Account Management.



### Benefits

At West Business Services, our wide range of customized inside sales solutions help companies overcome the many challenges that are associated with serving the SMB market, by providing them with the power to drive greater revenue and increase penetration. Our sales solutions can help you with:

#### Gaps in Coverage

Capitalize on the revenue opportunities that exist in the SMB market where your field sales are not focused.

#### Face-to-Face Selling Time

Increase the amount of face-to-face selling time your field sales organization has with SMB accounts.

#### Speed to Market

Quickly expose your SMB accounts to new products or services.

#### Lower Costs

Achieve your revenue objectives at a lower cost of sales.

HEALTHCARE  
MARKET



*Our healthcare sales professionals have extensive experience in crafting and executing sales strategies for manufacturers, distributors and group purchasing organizations.*

# A Specialized Sales Approach That Gives You the Power to Succeed in a Complex Market

**W**est Business Services has developed a portfolio of customized inside sales solutions specific to the healthcare industry that optimize revenue opportunities through sales force optimization. To be successful in today's healthcare industry, your sales strategy must overcome cost restraints, increasing consumer activism, changing government regulations and competitive pressure. At West Business Services, we work with your sales force to develop a highly collaborative, strategic partnership that will increase your sales and improve your market presence.

## Sales Challenges

Every healthcare company faces similar challenges to maximizing their sales efforts; not enough sales representatives, too little time spent with accounts and skyrocketing costs. When you combine these inherent sales challenges with stringent government regulations and the complexity of the products and services within the healthcare industry, you are faced with a potentially long sales cycle that can lead to missed revenue opportunities.

## Generating Additional Revenue Opportunities

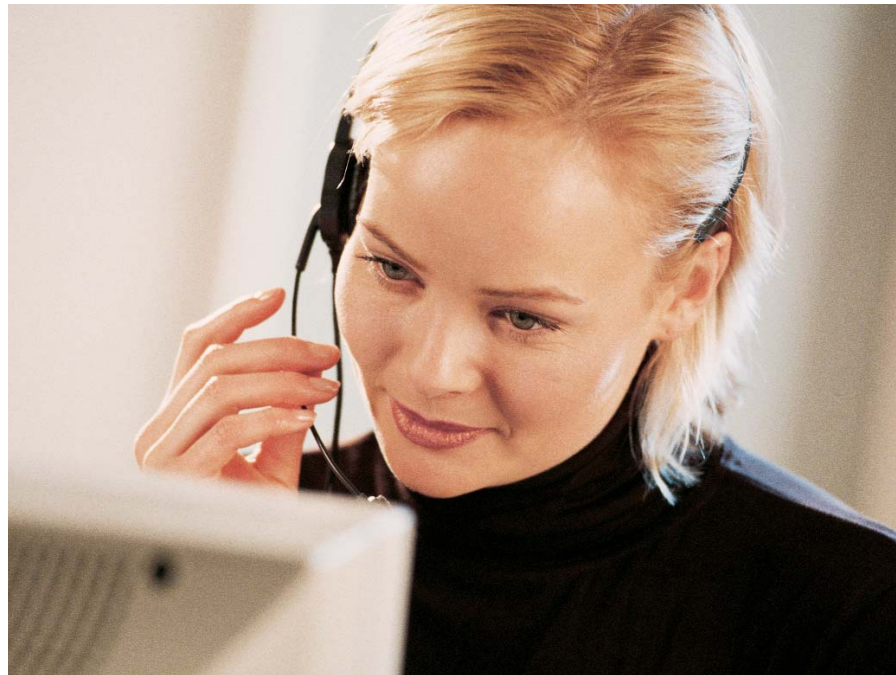
As the demands of the changing healthcare industry increase, West Business Services can help you find new and innovative ways to meet the sales challenges that are associated with this industry. There is a growing need to integrate sales and marketing initiatives to deliver better sales results, produce stronger efficiencies and retain a better return on investment.

## Solutions

West Business Services is supported by a dedicated inside sales team of healthcare professionals that has extensive experience in the industry. Our sales professionals undergo extensive medical, health and compliance training to ensure all HIPAA and FDA requirements are met. We have healthcare expertise in:

- Pharmaceuticals
- Medical Devices
- Medical Products
- Group Purchasing Organizations

For many years, we have leveraged this experience to develop a portfolio of proven, results-driven sales solutions that have helped companies increase sales, capture greater market share and quickly identify new growth opportunities. Our inside sales solutions include: Lead Management, Sole Territory Coverage, Team Selling and Account Management.



## Benefits

At West Business Services, our proven healthcare sales solutions give companies the power to win new accounts, identify new opportunities for growth and increase sales from underperforming clients. Our sales solutions can help you with:

### Gaps in Coverage

Capitalize on the revenue opportunities that exist in markets, verticals or segments where your field sales are not focused.

### Face-to-Face Selling Time

Increase the amount of face-to-face selling time your field sales organization has with influencers and decision makers.

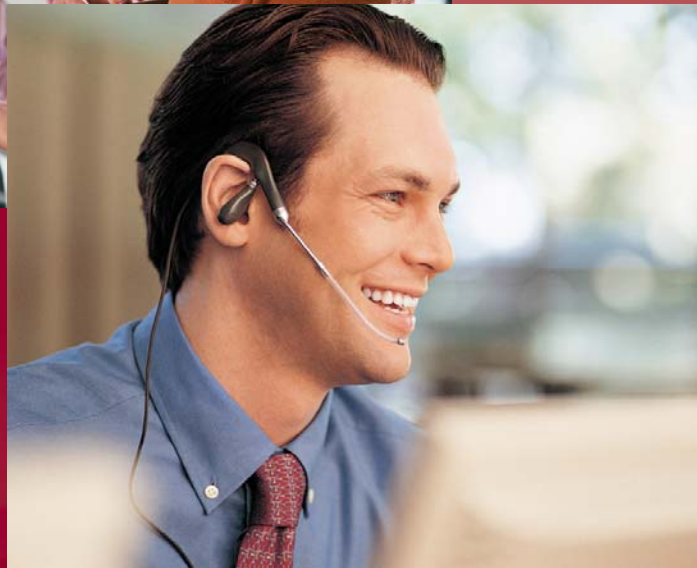
### Speed to Market

Meet the challenge of exposing your customers to new products or services with a reduced sales cycle.

### Lower Costs

Achieve your revenue objectives at a lower cost of sales.

CONSUMER  
PRODUCTS MARKET



*We continue to leverage our ability to drive new and profitable revenue through proven Consumer Products sales strategies.*

## Maximize Market Share and Brand Awareness with New and Existing Channels

**A**t West Business Services, our customized inside sales solutions give you the power you need to enhance your products' presence, driving more revenue and increasing market share. The Consumer Products market is highly competitive, making it a challenge to win new accounts while protecting and growing existing relationships.

### Sales Challenges

Today, competition for every sales dollar is increasing, requiring companies to be more proactive in the Consumer Products market. Through reorganization and consolidation, many manufacturers and conventional sales organizations are finding it increasingly difficult to effectively sell to the Consumer Products market. Many sales organizations find themselves with not enough sales representatives, decreasing face-to-face selling time and budget restraints, making it extremely difficult to maximize their sales efforts.

### Generating Additional Revenue Opportunities

The Consumer Products market holds enormous growth potential for companies. By working closely with your company to fully understand your unique sales challenges, we can develop a customized sales solution that not only increases sales but also helps to reduce costs and improve your bottom line.

### Solutions

West Business Services is supported by a dedicated inside sales team that has extensive experience in multiple trade channels, who exclusively represent your products and services. We have Consumer Products market expertise in:

- Grocery
- Drug
- Hardware
- Automotive
- Convenience
- Specialty Retail
- Mass Merchandiser
- Office/School

For many years, we have leveraged this experience to develop a portfolio of proven, results-driven sales solutions that have helped companies generate increased market share and revenue growth. Our inside sales solutions include: New Channel Sales, Team Selling, Retail Sales Coverage and Full Account Management.



### Benefits

At West Business Services, our comprehensive range of customized inside sales solutions help companies overcome the many challenges that are associated with serving the Consumer Products market by providing them with the power to drive greater revenue and increase penetration. Our sales solutions can help you with:

#### Gaps in Coverage

Capitalize on revenue that exists in the Consumer Products market where your field sales are not focused.

#### Face-to-Face Selling Time

Increase the amount of face-to-face selling time your field sales organization has with key accounts.

#### Speed to Shelf

Increase speed to shelf by quickly exposing your accounts to new products or services.

#### Retail "Pull"

Improve retail "pull" to augment your headquarter "push" efforts.

#### New Customers

Identify and secure incremental business from emerging channels.

#### Lower Costs

Achieve your revenue objectives at a lower cost of sales.



Today, many of the nation's leading companies rely on us to increase their sales, strengthen customer relationships and enhance their product presence. Few companies can match our combination of comprehensive sales solutions, extensive business-to-business experience and advanced technology. But most importantly, we combine all of these strengths to offer a unique B2B sales approach that can become an integrated part of your entire sales strategy and internal sales force.





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