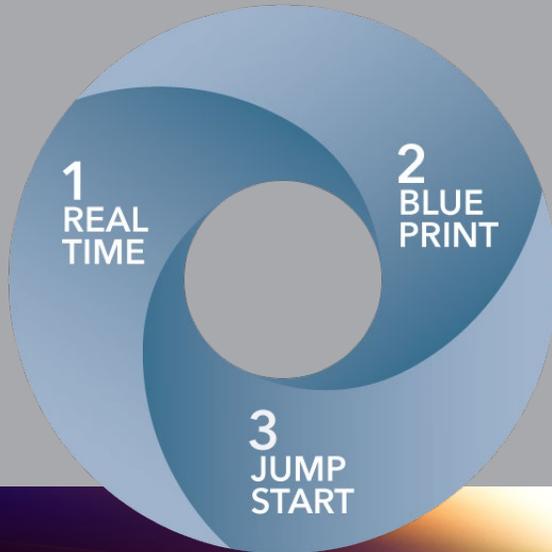


**FOCUS YOUR  
BUSINESS GROWTH  
LIKE NEVER BEFORE**

# Endeavor



Envision

Engage

Energize

Enable



**ACCELERATE  
YOUR SALES REVENUE**

Sales Acceleration Services from Endeavor Management help drive qualified sales leads and accelerate sales revenue for oilfield service and equipment companies. These services are just right for companies.

- Entering new markets with existing products
- Launching new technologies and product lines
- Revitalizing existing technologies and product lines

Let the technical sales and oilfield marketing experts at Endeavor Management build your sales pipeline and accelerate your sales revenue.

**Endeavor Management**

2700 Post Oak Blvd., Suite 1400  
Houston, TX 77056

Phone: 713-877-8130  
[www.endeavormgmt.com](http://www.endeavormgmt.com)

**Generate Qualified Leads  
Improve Customer Relationships  
Drive Revenue Growth**

Endeavor Management's 3-step process coupled with our unique oilfield experience enables you to focus and accelerate your business growth like never before



SALES ACCELERATION is the process of building a customer and prospect database that produces qualified leads and drives sales revenue.

1

## BLUEPRINT

CREATES YOUR SALES ACCELERATION PLAN

- Begins with a 12-week top-to-bottom examination of your sales and marketing capabilities.
- Continues with a market analysis from Endeavor's Gelb Research division's Expert Advisory Group or a survey from a proprietary industry database of up to 50,000 oilfield professionals worldwide that maps your competitive position, product differentiation, and value drivers.
- Creates a sales acceleration growth plan to differentiate and promote your technology into the oilfield.

2

## JUMP START

PUTS YOUR PLAN INTO ACTION AND BUILDS YOUR SALES PIPELINE

- Begins with an Endeavor consultant who functions as an extension of your marketing and business development team.
- Helps develop an integrated and appropriately configured CRM database, tying into your existing CRM system or a stand-alone system, whichever is right for your business.
- Creates the basis for your sales pipeline, which is built from leads generated by the sales acceleration growth plan.
- Expands awareness of your technology, builds prospect relationships, generates qualified sales leads, and builds the sales pipeline

3

## REAL TIME

OFFERS CONTINUOUS MARKETING CAMPAIGN ROI MEASUREMENT

- Implements an executive marketing campaign ROI dashboard originating from the integrated CRM system and to continuously track lead response performance, generated from each marketing campaign tactic.
- Provides a comprehensive look at the quality of sales leads generated.
- Offers periodic ROI performance reviews assessing what's working, what's not, and where adjustments are needed to the sales acceleration plan.