



USAM GROUP

A Smarter Way to Accelerate Sales

Executive Summary

USAM Group provides outsourced sales and marketing services to financial technology Vendors. By leveraging the deep industry experience of USAM Group's established sales professionals, rather than hiring and managing their own sales team, vendors benefit from successfully getting to market quickly while reducing their overall risk.



Sell

Our experienced team will manage the entire sales cycle of your opportunities – from initial meeting to full production deployment.



Simplify

Our ready-to-go service helps you avoid the time and complexity of running a sales office until your revenue justifies it.



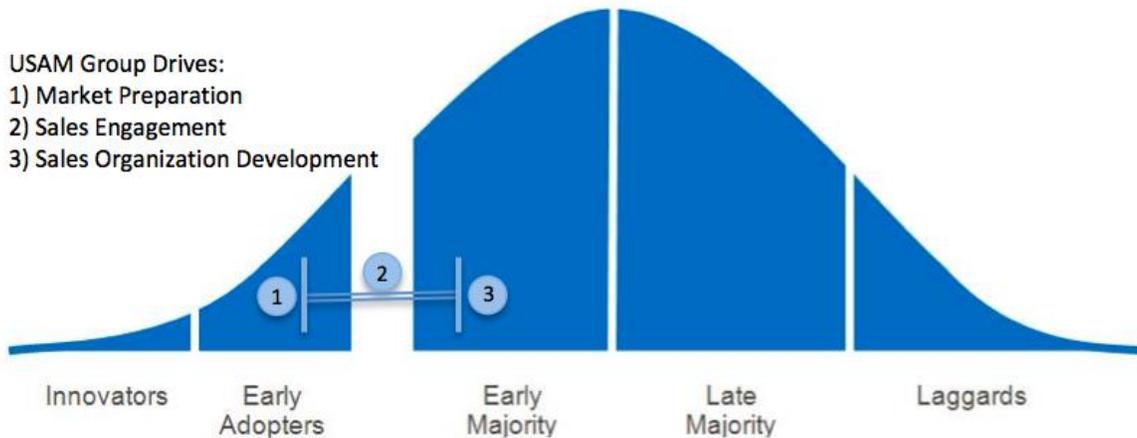
Save

Our unique pricing model provides a team of motivated, solutions sales experts, who you pay for as needed.

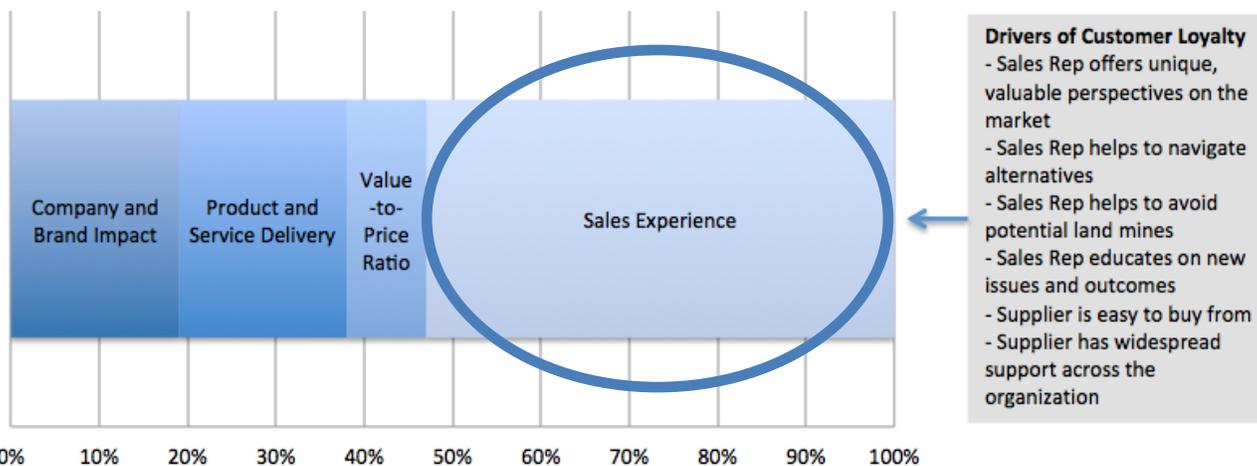
SALES CHALLENGE

“The number-one corporate objective, when crossing the chasm, is to secure a distribution channel into the mainstream market, one with which the pragmatist customer will be comfortable.” – Geoffrey A. Moore, Crossing the Chasm

Technology Adoption Lifecycle



EXPERIENCE MATTERS



Source: Sales Executive Council Research.

USAM Group leverages seasoned sales representatives to deliver a high-end experience that Enterprise buyers expect and need. Similarly, our portfolio of Vendors is comprised of leaders in their space ensuring all parties benefit through association.

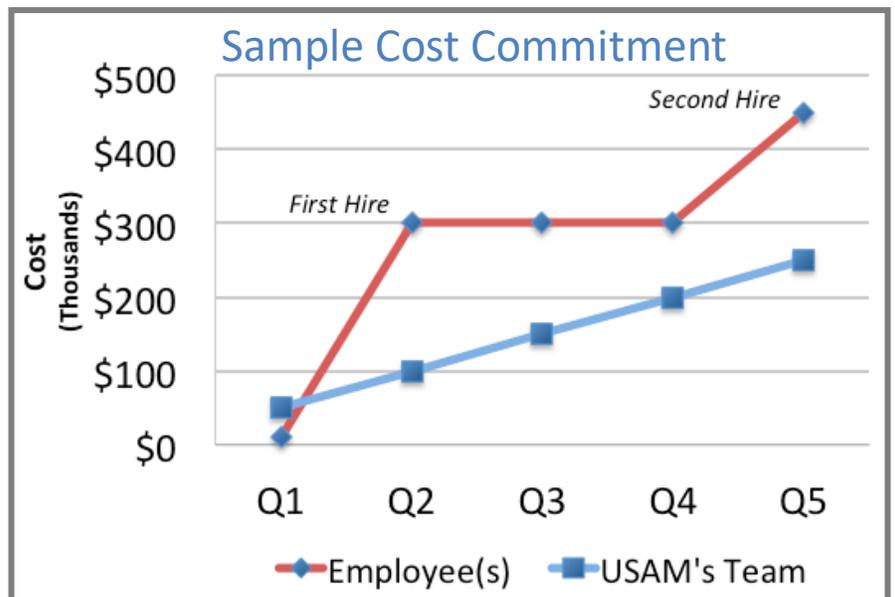
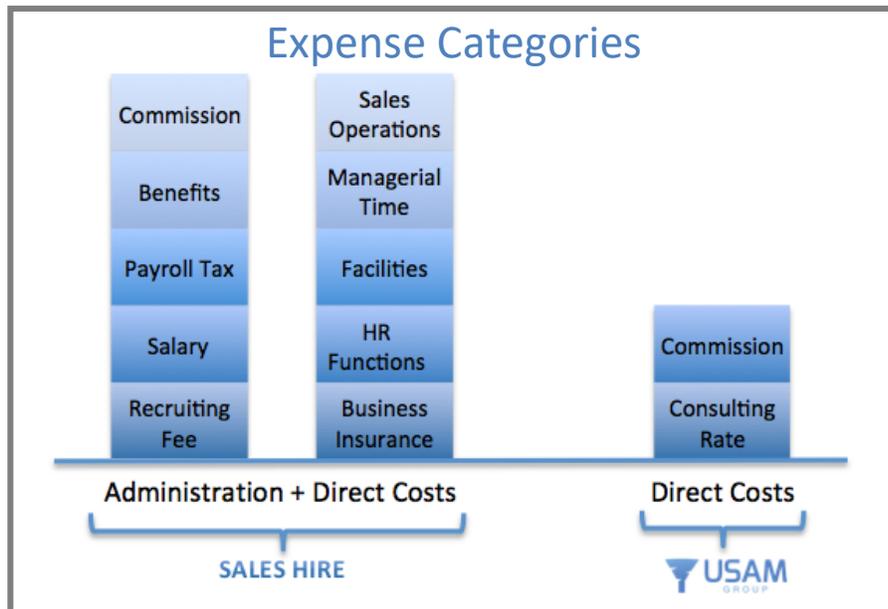
THE USAM SOLUTION

Find and Close Deals – USAM Group combines the art and science of selling, to offer firms an exemplary sales team without the risk of hiring unproven talent.

Ease Management Burden – USAM Group handles all the complexities of generating a pipeline and closing deals, leaving Vendors to stay focused on developing product and building the company.

Eliminate Unnecessary Spend – USAM Group significantly reduces the cost of entering a market by only charging for time consumed, and helping avoid hiring pitfalls.

MAJOR SAVINGS



OUTSTANDING BENEFITS

Benefit	Description
Rapid Ramp-up	USAM Group's sales team is ready-to-go and well connected.
Proven Team	Our team's proven track record will increase the likelihood of success and minimize the risk of lost time and money due to an in-house sales team failing to deliver.
Reduced Risk	Vendors engage with USAM Group on a consulting basis, thereby avoiding the commitment of one or more full-time hires until the market is developed.
Larger Team – Less Cost	By tracking the exact time spent on each opportunity, multiple USAM sales professionals can focus on a vendor's solution for less than the cost of one full-time individual.
Flexibility	Our engagement model allows vendors to adjust how much they are spending by adjusting the number of sales people, which sales people, and how many hours they are focused on each product.
Enhanced Visibility	Detailed reports and weekly team conference calls provide Vendors with more visibility into the sales cycle than most in-house teams. Our team is experienced in separating the important client requirements from those designed to reduce your negotiating leverage.
Recoup Time	USAM Group's dedication to the sales process frees up the vendor's management team to focus on other aspects of growing the business.
Deep Cultural Understanding	USAM Group operates in the US Financial Services Industry and is intimately familiar with its business culture.
Recruiting Option	Ultimately, vendors may wish to hire one or more of the now-proven, USAM staff directly; USAM allows this for a specified fee.

Better Results – Lower Cost – Less Risk



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