



The AG Salesworks Difference  
**It's what makes us uniquely successful.**

It starts with our people...

driving  
success

**AG Salesworks applies a human touch to investigate, develop, and qualify high revenue sales opportunities. That makes our people are our greatest resource.**

**What differentiates AG's People:**

- They are highly trained professionals
- They are analytical and proactive
- They are compensated based on your feedback

**We are not part time, contract, nor:**

- “A butt in a seat”
- “Early Retirees”
- Inmates

**We are highly selective in our hiring process, ensuring that candidates possess the skills and behaviors necessary to succeed. We then ensure they have the tools, training, and guidance to do so.**



**AG Salesworks specializes in penetrating target accounts and facilitating sophisticated business conversations with decision makers.**

**What differentiates AG's Methods:**

- Value forward messaging
- Analytics based calling strategies
- Diagnostic and consultative conversations

**We do not:**

- “Smile and dial”
- Sort a list alphabetically
- Use subterfuge

**We utilize “polite persistence” and a top down approach over multiple appropriate departments. In the process, we build brand recognition, pique interest, and develop buy in from all involved parties.**

It's what we deliver...

driving  
success

**AG Salesworks develops qualified, actionable sales opportunities and detailed market intelligence. We create net new pipeline revenue and speed time-to-sale.**

**What differentiates AG's deliverables:**

- Depth of qualification and intelligence
- Confirmed next step with the appropriate decision maker(s)
- "Buy-in" is clearly obtained and documented

**We do not "generate":**

- Appointments (poorly qualified)
- Education sessions with IT tool researchers
- Wasted time

**AG identifies and develops opportunities outside of other, nondiscriminatory, marketing activities. As a result, Qualified Sales Opportunities yield a better than 40% conversion rate to Forecasted Revenue.**



**AG Salesworks has redefined “Pay-for-Performance” by gauging our performance by how you are measured: new pipeline and forecasted revenue.**

**What differentiates AG's engagements:**

- **Proper expectations and benchmarks**
- **Closed loop reporting process with sales team**
- **Detailed tactical and performance metrics**

**We do not:**

- **Limit interaction between clients and team**
- **Invoice several times a month**
- **Sell blocks of appointments**

**We have worked with clients of all sizes and solution types and have outperformed against their expectations. We are honored to have several past and current partners who are happy to share their success stories.**

For more information...

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If you would like an AG Salesworks Business Development Representative to contact you, [please complete the form on the following page.](#)

To learn more, follow these links:

- [Benchmark and Improve Marketing ROI](#)
- [Quite Possibly The Perfect Telesales Dashboard](#)
- [AG Salesworks Company Profile](#)

Or visit us at:

- [www.agsalesworks.com](http://www.agsalesworks.com)
- [661A Pleasant Street, Suite 600 Norwood, MA](#)
- **By phone 781.702.6999**

**Founded in 2002, AG Salesworks successfully enables technology companies and specialized business services to gain market share and consistently perform against growth goals.**

Thank you for your time...

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