



Do you sell **SOFTWARE**  
or **TECHNOLOGY?**



**Tech**  
**TORQUE**

DRIVING TECHNOLOGY SUCCESS

 1300 783 713

 [www.techtorque.com.au](http://www.techtorque.com.au)

 [growth@techtorque.com.au](mailto:growth@techtorque.com.au)

# YOU



## ARE YOU FRUSTRATED BY SLOW BUSINESS GROWTH?

### **ARE ANY OF THESE TRUE FOR YOU?**

- You want to build a strong, fast-growing business
- You want shorter sales cycles & more profitable clients
- You want predictable, scalable processes that deliver growth,

but you've been burnt before. You're not sure where to start or who to trust.

### **HAVE YOU TRIED:**

- Hiring new salespeople – but they chewed up lots of money and didn't produce results
- In-house marketing – but it took key people from core tasks and didn't deliver either
- Using external sales or marketing people – but they didn't understand software or technology and, when nothing improved, they blamed each other.

You're not alone; these are quite common in Software and Technology.



*You started with a sound but speedy analysis, building a firm foundation before applying logical processes to get results.*

*Your process is eye-opening – a complete new sequence to deliver sustained business growth.*

*It's clear to me we could never have done this internally.*

**Paul Gapes**  
General Manager, PDS



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# US



## HOW WE HELP

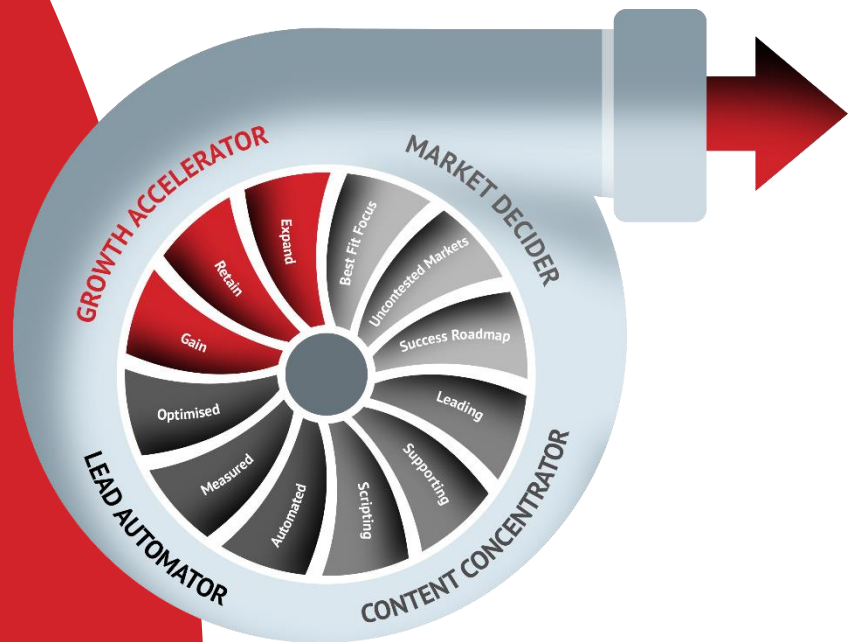
We've seen how ad hoc, disjointed sales and marketing tactics waste money and squander opportunities. We've even seen some tech business go under as a result.

That's why we developed the first complete Growth System for Software and Technology businesses who want predictable results and fast growth.

### **IT'S CALLED TECH TORQUE.**

It's a Precision Growth System that removes the stalls and boosts the uplifts across your whole sales and marketing process - from market targeting to lead generation and qualification, to prospect nurturing and deal closure, through to amplifying client value.

It's the only complete growth system for the Tech Sector.



## WHO WE HELP

In Software and Tech firms, we help:

- Founders, CEOs and MDs with limited in-house sales & marketing resources. We drive your growth through precision Sales & Marketing strategies, tactics & execution.
- Marketing Directors who want higher quality leads and marketing ROI. We strengthen your content and processes to attract more Best Fit Buyers who are ready to engage now.
- Sales Directors who want shorter, more profitable sales cycles. We unblock your sales pipeline using systematic, sales-enabling processes and tools.



*I'm so pleased we brought you into our team. Your wealth of knowledge and experience in sales has drastically changed our approach in every facet - prospecting, scripting, conversations and meetings, management and reporting.*

**Damien Papworth**  
CEO, Global



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*The changes since you came on board are phenomenal.*

*Before, prospects were anyone who would talk to us, which wasted a heap of time.*

*Now we have a clear picture of which buyers in which types of firms are best matched to what we do, and a clear direction of how to engage every one of them, using individual pain points.*

**Russell Warren**  
Head of Product, Milestone Group



**LIKE TO  
KNOW  
MORE?**

Here are some useful links:

1. [How to Double your Marketing ROI](#) performance checklist for Tech Sector CEOs
2. [Tech Torque blog](#) fast tips for Tech Firms
3. [Recovery Roadmap](#) how the Tech Sector can lead Australia's post-COVID-19 recovery.



**THE ONLY END-TO-END GROWTH SYSTEM FOR THE TECH SECTOR**

