

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



1300 783 713



www.techtorque.com.au



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

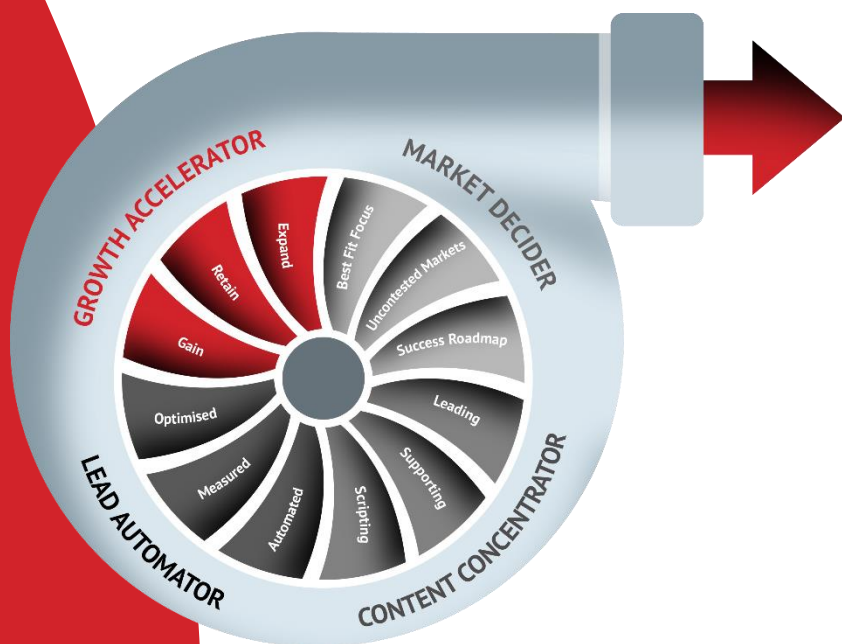
We've seen how ad hoc, disjointed sales and marketing tactics waste money and squander opportunities. We've even seen some tech business go under as a result.

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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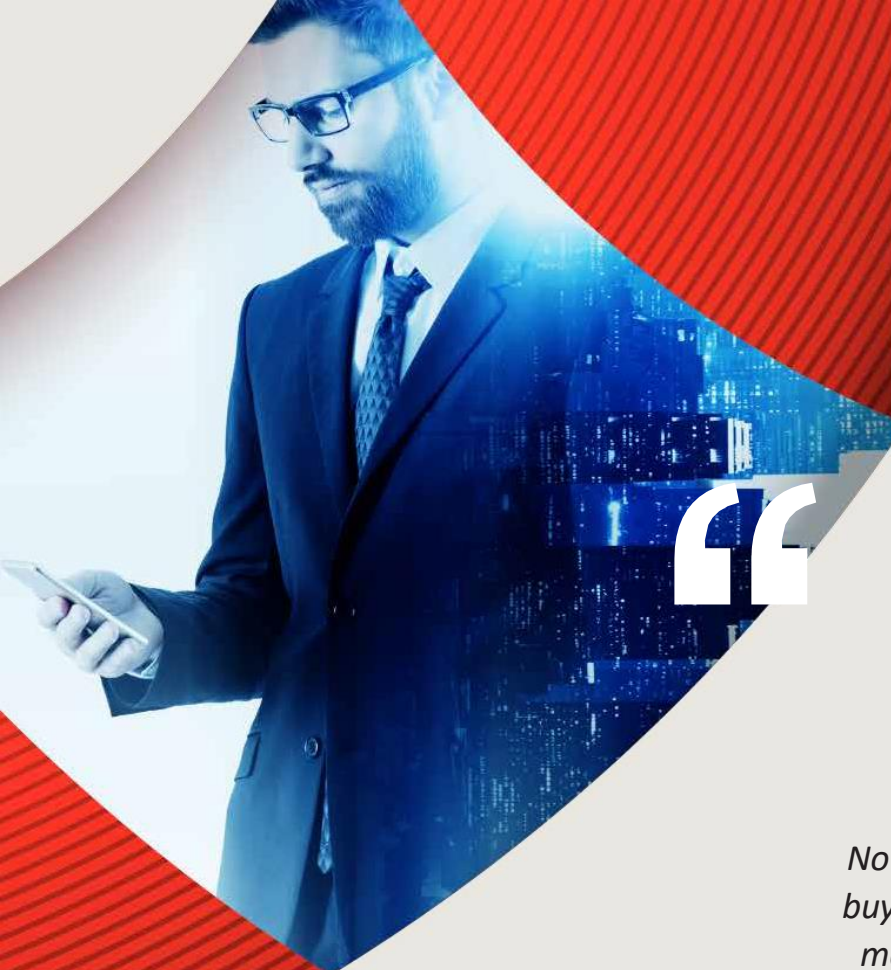
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The changes since you came on board are phenomenal.

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.



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