



# HOW 1+1 MAKES 3

How Integrating  
Marketing & Selling  
Turbo-Charges  
Your Growth



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# WHY INTEGRATION IS KEY

## WHY 1 CAN'T DELIVER ALONE

If you have a Software or Technology business and you're:

- **Focusing just on selling** - your sales team won't have the marketing strategy or tools they need to engage the most profitable prospects. That means Poor Fit, unprofitable clients, despondent salespeople and slow growth.
- **Focusing just on marketing** – your sales team won't have the sales strategy or tools they need to close your most profitable, Best Fit deals. That means clogged pipelines, stressed salespeople and just as slow growth.

## HOW 1 PLUS 1 MAKES 3

By integrating Selling & Marketing and closing the gaps with Precision Processes, you'll turbo-charge your growth:

- **Precision Marketing** targets your efforts on the right Best Fit buyers in markets you can win quickly and serve profitably.
- **Precision Selling** equips your sales team with the processes, tools and confidence to close more Best Fit deals, routinely and quickly.

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*If the only tool you have is a hammer,  
every problem looks like a nail.*

”

**Abraham Maslow 1966**  
*The Psychology of Science*



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# WHY PRECISION IS VITAL

## WHAT TECH TORQUE IS

Tech Torque is the only complete end-to-end Marketing & Selling System to fast-track growth – designed for Software and Technology businesses.

Developed, tested and proven in the Technology Sector, Tech Torque is your blueprint for achieving fast, profitable growth.

Based on Precision Processes we developed, Tech Torque covers:

- Best Fit Markets you can win
- Best Fit Buyers you can attract
- Messaging to engage
- Collateral to influence
- Funnels to convert
- Clarity through measurement
- Feedback for improvement
- Processes for scale
- Strategy that ties it altogether.

## HOW TECH TORQUE WORKS

Our Precision Marketing and Selling System has 3 integrated Precision Elements:

- 1. Growth Ignition** – in a workshop with you, we define your Best Fit Markets and Best Fit Buyers and what they want from you; we profile your sales process, the gaps and overlaps and how to fix them; we refine your message so you can overtake any competitor and we scope the components of your Growth Engine.
- 2. Marketing Strength** – we create the precision collateral to kick-start your Growth Engine and automate generation of Best Fit Leads.
- 3. Selling Power** - we train, guide and equip your people with the strategy and tools to accelerate closure of Best Fit Deals.

“

*Buyer-centric selling is completely different. It's all in the questions you ask the customer and knowing when to hold back. I'd read many sales books before, but you've turned theory into practical processes that deliver results for us and are better for our prospects too.*

**Jacqui Jones**  
CEO, Way We Do

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## WHAT YOU GET

### A Total end-to-end Program

Tech Torque includes everything you need to attract Best Fit Leads, qualify them as prospects, convert them into delighted clients and amplify their value through referral.

It's fast growth for Software & Technology businesses in one package.

### MARKETING

- Clear profile of Best Fit organisations.
- Detailed insights into Best Fit Buyers and what moves them to action.
- Powerful competitive positioning.
- Collateral matched to Best Fit Buyers, mapped to your sale process.
- A robust lead-generating Growth Engine.
- 3 months of lead generation focused on gaining high value, Best Fit Leads
- Ongoing support for continued growth.

*I'm very glad we chose to invest in outsourced services rather than a new BDM, who would have kept doing what we were doing.*

*This new approach is a complete, logical system for sustained business growth.*

**Paul Gapes**

General Manager, PDS



### SELLING

- Complete sales framework & processes.
- Guidelines for sales team selection, training and incentive structures.
- Tailored materials including call scripts and checklists, emails, voicemails, and objection-handling.
- KPIs for selling & account management.
- Efficient account management template.
- Guidelines for running demos, preparing proposals and gaining referrals.
- Ongoing support for continued success.

**TURBO-CHARGE YOUR GROWTH. CONTACT TECH TORQUE.**



**THE ONLY END-TO-END MARKETING & SELLING PROGRAM FOR THE TECH SECTOR**



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