

## The AcornOak Team

Let AcornOak be your one-stop outsourced sales, marketing, and business partner.

Our name says it all – we're about helping our clients grow through business strategy, brand awareness, lead generation, and creativity & innovation.

**AcornOak:** Your Best Resource for Sales & Marketing Expertise

Whether it's to create new revenue streams or to optimize your current sales team, sales innovation relies on digital reinvention to support customer-centric outreach strategies and dynamic pipeline management.

**3-Month Package: Fee is \$15,500/month**

### MEET OUR TEAM OF EXPERTS



**Virginie Glaenzer**

Digital expert  
Marketing strategist  
Content writer  
Sales funnel creator  
Conference speaker



**Leslie Cohen**

Product developer  
Partnership executive  
Business strategist  
Business coach  
Advisory Specialist



**Sharon Lewis**

Marketing strategist  
Marketing researcher  
Brand strategist  
Go-to-market strategist  
Content writer



**Kim Huey-Steiner**

Sales strategist  
Business strategist  
Advertising specialist  
Market researcher  
Go-to-market strategist



**Lori Schwebel**

Marketing strategist  
Product launch expert  
Market researcher  
Content writer  
Event coordinator



**Emily Klein**

Business strategist  
Digital marketer  
Author/writer  
Executive coach  
Business developer

## A Challenging Market

### REQUIRES A NEW APPROACH

Organizations that develop emotional relationships with their clients and achieve an intimate knowledge of their challenges, constraints, opportunities, and aspirations will have a stronger position in our new economy. Since scaling quickly can require multiple, simultaneous changes to your business model or customer journey, flexibility is key and there's no better time to question and reimagine outdated assumptions.

## Powered by Optimization

### WITH BOLD STRATEGIES

To become more adaptive and responsive, organizations should carefully consider the leadership behaviors they wish to reward and optimize their ability to anticipate and meet growing demand. A robust organizational culture and responsive sales strategies must underpin these actions. Now is the time for bold learning to scale, accelerate, and optimize digital transformation aimed at serving new customer and employee needs.

## The AcornOak Process

We begin by defining the customer experience and identifying key challenges that we later address in primary market research to uncover sales opportunities. The chaotic nature of today's purchase journey makes predicting and prompting customer actions more necessary than ever. To convert visitors into customers, we optimize your current sales strategy by adding a digital component that removes barriers to purchase, entices specific actions, ensures data security, and creates a pleasing experience for customers.

## Our Team Approach

### INFORMED INSIGHTS AND QUANTIFIED OUTCOMES

#### Sales Assessment & Market Opportunities



Our review enables you to re-evaluate market opportunities while quickly uncovering new sources of revenue based on customer desires and evolving market conditions. To gain valuable insights, we actively participate in prospecting and attend sales calls. We explore, develop, and introduce new sales strategies, and position your firm for agile growth.

#### Conversion Rate Optimization



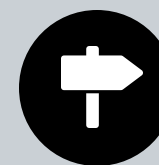
The noisy, competitive, virtual market creates barriers to building new relationships and introducing products when the consumer journey is meandering and unpredictable. We introduce innovative processes to reduce confusion and move qualified leads through the sales funnel toward conversion with efficient workflow and tracking through the pipeline.

#### Creating Incentives



We humanize the sales strategy by creating role-specific commission structures and sales reward programs to motivate your teams and drive their performance while minimizing internal competition. For consumers, the incentive to buy is linked to perceived value, so we nurture prospects and clients by emphasizing key differentiators and highly-relevant benefits, rather than price.

#### Guidance for Today's Challenges



Timely, insightful coaching and training helps your sales force maintain focus and work effectively regardless of market conditions. We create a daily routine with clear direction to bolster their sense of certainty and autonomy. Growing their skills empowers individuals and instills trust, which stimulates creativity, authenticity, and loyalty.