



## Sell the Cloud Faster

BitTitan SalesAutomation is a cold calling management platform that helps cloud and managed service providers target the most relevant customers for their campaigns.

Customer insight data and superior call scripts allow Cloud Service Providers to achieve the highest conversion rates with the least amount of ground work.

1

### CREATE A CAMPAIGN

Combine specific data sets, create customizable scripts, and assign the campaign to individual sales agents.

2

### START CALLING

Sales agents can start calling right away, using integrated scripts, note-taking, and the ability to track call outcomes.

3

### CLOSE DEALS

Accelerate the sales cycle and cut your training costs by using pre-built scripts that adjust to fit your target customers.

### Automated List Generation

SalesAutomation builds email intelligence into its lead lists, running advanced algorithms and providing sales agents with the customers most likely to adopt cloud services. Campaign sales agents can upload their own lead lists or create new ones from BitTitan's Insights database, using advanced filters on demographic data across geography, company size, industry, and other important factors.

### Campaign Management

Every part of a cold call campaign can be monitored and analyzed through SalesAutomation. From the second a customer accepts a call until the moment a sale is made, campaign managers can track an individual agent's progress, individual leads, or the results of all cold calls in total. All outcomes to scripts and calls can be exported, analyzed, and A/B tested.

### Smart Script™ Technology

SalesAutomation's scripts are built to sell Office 365, but are flexible and customizable to meet your individual campaign needs. Because of the prepackaged scripting, sales agents need not be experts to sell Office 365 services and can be trained in a fraction of the time it would take with a manually-crafted cold call campaign.

### World-Class Support

BitTitan's experts are on hand twenty-four hours a day, seven days a week for any and all questions. BitTitan customer support is included free of charge with SalesAutomation, allowing for peace of mind while you manage your hectic cold call pipeline.

FEATURE	BENEFIT
Target lead lists from our email intelligence algorithm	Stop wasting time with unqualified leads
Upload your own leads and create new campaigns	Customize campaigns for your customer base
Analyze sales agent progress, and A/B test scripts	Discover and track your campaign success
Pre-built scripts for selling Office 365	Streamline employee training and refine messaging

## THE SALES AUTOMATION ADVANTAGE



Pull lists of targeted leads across demographics and create a campaign from scratch.



Make selling cloud services as easy as possible for sales agents through personalized customer data.



Track sales agent progress across the campaign through every call from when the potential user picks up the phone to when they hang up.



Take advantage of call scripts that adjust to your company's data and are designed to sell Office 365.



Perform A/B testing on scripts and campaigns and export all data for unparalleled analysis.



Integrate cold calling management with your existing CRM platform.

**Learn more and get started today.**  
[www.bittitan.com/products/salesautomation](http://www.bittitan.com/products/salesautomation)

BitTitan® is the cloud services enablement leader, delivering solutions that help partners sell, onboard, and service cloud technology. BitTitan's solutions are cloud-based and save time, money and resources without sacrificing security. Partners have used BitTitan's globally recognized products, including MigrationWiz®, to help more than 75,000 global customers transition millions of employees seamlessly to the cloud. For more information, visit [www.BitTitan.com](http://www.BitTitan.com).

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