



## **SAH MOMS (Stay at Home Moms)**

### **Lead Generation (Positioning)**

**Client needs better leads too make salespeople more productive.**

- + Helps prevent Turnover.**
- + Salespeople are more effective**
- + Need for more salespeople is reduced**
- + Better Return On Investment (ROI) Sales**
- + Better return on Marketing Investment**

**Salespeople need help generating leads. Very few salespeople have mastered prospecting and even they need a little help to consistently put prospects on their own sales radar screen. The vast majority struggle with the same old problem of effectively managing their time and getting in front of the 'right' people. Our SAH MOMS program can help. Here is how it works.**

**Murray Associates recruits and finds Moms that have chosen to Stay at Home and raise their children. These Moms are generally very professional career people who at this time in their life choose family as their top priority.**

**We train the Mom with a tailored script that matches our Client's profile. Once we are comfortable with the progress of the Mom we schedule a visit with the client. The SAH Mom can ask questions, gather literature, meet the sales team, and basically start to bond with the assignment.**

**The client provides the necessary resources to run the program with the exception of the Mom and her Support. The client also provides a Great List of Prospective Companies and some form of telephone connectivity.**



## **MOMS**

**Moms work between 4 – 10 hours per week.**

**The hours they work are based upon their schedule (very flexible).**

**Moms report progress after each session via the internet.**

**Moms are entrusted to Murray Associates and are compensated with an hourly wage and a reward from the company for each successful sale.**

**Client has control of campaign as there are no binding contracts. Client can quit whenever there is a perception that the assignment is not meeting desired results.**

**For more information and to schedule a meeting:**

**Contact:**

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