

## CREATE MORE QUALIFIED OPPORTUNITIES, FASTER

### WinFirst Marketing Overview

WinFirst Marketing enables high tech B2B companies to fuel new customer acquisition and revenue growth through superior demand generation operations. We leverage our proprietary methodology to help marketing teams deliver results:

- **Generate Higher-Quality Leads**
- **Accelerate New Opportunity Creation**
- **Increase the Number of New Opportunities**
- **Increase the Number and Value of Closed Deals**

### How We Do It -- Opportunity Creation Acceleration™

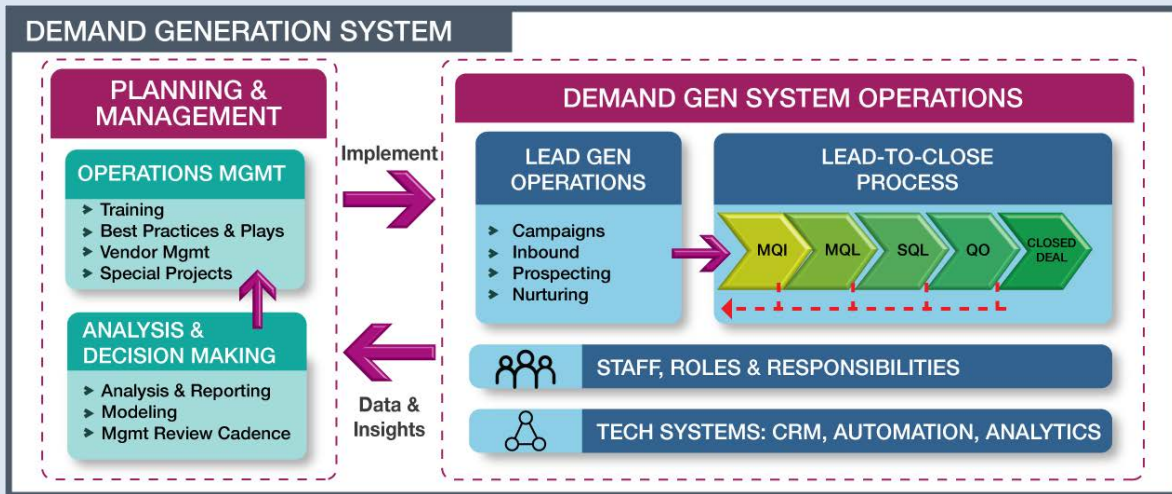
During the last 20+ years leading high growth companies, we've perfected our methodology for building and running high-performance demand gen systems. This approach is optimized to increase conversion rates throughout the lead-to-close process, leading directly to more opportunities, faster sales cycles, increased bookings, and maximum ROI.

We call it the Opportunity Creation Acceleration™ (OCA™) methodology, and we apply it to all of our client engagements, ranging from Design and Modeling to various Demand Gen Execution services.

### WinFirst Services

#### Demand Generation System Design & Modeling

Leveraging the OCA framework, WinFirst helps clients build the foundation for success, working closely with the client team to implement a customized, high-performing demand gen system, inclusive of process, workflows, staff roles, metrics, reporting and underlying technology.



#### Demand Gen Execution Services

WinFirst helps clients ensure sustained excellence, by providing on-demand resources and expertise. On a custom project basis, WinFirst serves as an extension of the team, running lead gen plays, and/or internal programs and operations as needed.

- Lead Gen Campaign Execution
- Demand Gen Operations Management
- Demand Gen System Optimization
- Events

### About Us

WinFirst Marketing is led by Tom Grave, a B2B marketing executive with 20+ years of experience serving in leadership positions at high tech companies. Through these roles, Tom has established a track record of designing and executing efficient demand gen engines resulting in massive revenue growth and successful business outcomes, including exits totaling \$850 million and counting. As Founder and President of WinFirst Marketing, Tom is directly involved in all client projects, and leverages his knowledge and experiences to help his clients achieve best-in-class demand gen results.