<u>Blue Hill Data Services: Executive Sales and Marketing Plan</u>

<u>Blue Hill Data Services</u>– Recommended Campaigns with Expected Returns:

LinkedIn Connection Campaign
   Expected Return:
   40 qualified connections per week
   10 leads requesting additional information per week
   2-3 appointments per week
- First LinkedIn connections to start via HCD using Blue Hill Data Services CEO (or high-level) LinkedIn profile.

Outbound E-Mail Marketing
   Expected Return:
   10% response rate for targeted contact lists
   100 leads via 1000 contacts through e-mail drip campaign
- HCD to build large data lead lists through LinkedIn outreach campaign and through other data sources
- HCD and Blue Hill Data Services to accumulate all contact lists from events, research, cold-calling, etc. to create new master list to be used for e-mail outreach campaigns.
- HCD will set-up and manage a Autovation.io account for Blue Hill Data Services and run event-centered campaigns to help uncover additional leads to set exploratory meetings with Blue Hill Data Services.

Sales Training
   Expected Return:
   30-50% Shorter Average Closing Time
- HCD to work with Blue Hill Data Services to improve the sales process.
- HCD to implement S.P.I.N. Selling model and evaluate current consultative selling approach.

Referral Campaign
   Expected Return:
   Estimate of 10% for the current Blue Hill Data Services Customer Base to Respond
   1-2 Qualified Referrals Each
- E-mail from Blue Hill Data Services to current and past customers.
- HCD to conduct outreach to customers who respond, to set meetings with Blue Hill Data Services.
- Blue Hill Data Services to ask for referral and new business.
- Identify best and willing clients for written testimonials.
- Identify best and willing clients for video testimonials.