



Affordable Tools for sales teams

Empowering Sales Success:
Smarter Prospecting, Greater
Results.

www.salesfully.com



Over **35,000** Users worldwide



Join the Momentum: Thousands Trust Salesfully for Sales Acceleration

Problem/Opportunity

Revolutionizing Sales Prospecting: Unleashing New Opportunities and Growth

In today's competitive business landscape, sales teams face numerous challenges: finding high-quality leads, effectively managing prospect data, and maintaining a consistent sales pipeline. Traditional methods of prospecting and lead generation are time-consuming and often yield low-quality results, hindering the growth and success of businesses.

Moreover, many existing sales and lead generation tools in the market are expensive and complex, limiting their adoption by small and medium-sized businesses. This creates a significant opportunity to provide a more accessible, affordable, and user-friendly solution that caters to the diverse needs of sales professionals and businesses of all sizes.

Solution

Salesfully.com is a versatile platform empowering small businesses and sales teams to connect with ideal audiences through a suite of products and services:

- **B2B and B2C Go-to-Market Data Solution:** High-quality leads database for targeted prospecting.
- **Salesfully Ads:** Advertising platform for increased reach and brand visibility.
- **MangoCRM:** All-in-one business management solution with over 1,000 users.
- **Vault:** Secure cloud storage solution with plans for future expansion.

Upcoming Features:

- **Soapbox:** Enhancing communication and collaboration.
- **Shortcuts:** Favorite links storage with partnership and affiliate opportunities.

Salesfully.com streamlines operations and drives growth with its comprehensive offerings.

Market Size

The market size for sales prospecting and lead generation platforms, like Salesfully.com, can be assessed by considering the broader CRM and sales enablement software industry. This market is driven by the continuous growth of small and medium-sized businesses (SMBs), an increasing focus on sales efficiency, and the adoption of data-driven sales strategies.

According to market research, the global CRM market size was valued at approximately \$43.7 billion in 2020, with a compound annual growth rate (CAGR) of 10.6% projected between 2021 and 2028.

Within this market, sales enablement software, which includes lead generation and prospecting tools, is an important segment.

Considering the rising demand for sales efficiency and effectiveness, as well as the continuous growth of SMBs worldwide, the market opportunity for Salesfully.com is substantial. By offering an affordable and user-friendly solution that caters to the diverse needs of sales professionals and businesses of all sizes, Salesfully.com is well-positioned to capture a significant share of this growing market.

Business Model

We operate a profitable business model based on monthly subscription plans!

Providing users with access to its platform and suite of services. The company plans to expand its business and grow revenue through the following strategies:

Increased Marketing: Salesfully.com will invest in marketing efforts to reach a wider audience and drive user acquisition. Current marketing channels include paid ads on Twitter, Facebook, LinkedIn, Google, and YouTube. The company plans to explore advertising on streaming services and television within the next 12-18 months.

New Product Development: We aim to enhance its offerings by developing new products and features, adding value to its platform and increasing user engagement and retention.

Creative Pricing Models: In addition to the current subscription plans, Salesfully.com will explore innovative pricing strategies, such as bundled services and tiered plans, to cater to different user needs and maximize revenue.

Traction

Salesfully.com has demonstrated considerable growth and market adoption, as evidenced by the following traction:

- **User Base:** Over 35,000 users worldwide, with a diverse range of sales professionals and small businesses.
- **Annual Recurring Revenue:** Consistent ARR between \$50,000 to \$65,000 over the last two years, with a pre-pandemic peak of \$100,000+.
- **Retention Rate:** A 70% retention rate, which is on par with industry standards.
- **Average Transaction Size:** \$39, achieved through strategic bundling of services, even though the basic plan starts at \$29.
- **Target Demographic:** Primarily males aged 35-45, offering a clear understanding of the platform's core audience.

Competitive Landscape

The competitive landscape for Salesfully.com includes a range of companies offering CRM, sales enablement, and lead generation solutions. Key competitors in the market include:

1. **HubSpot:** Comprehensive inbound marketing, sales, and customer service platform.
2. **ZoomInfo:** Business contact database and sales intelligence for lead generation.
3. **Salesforce:** Leading CRM provider offering solutions for businesses of all sizes.
4. **Zoho CRM:** Cloud-based CRM with sales, marketing, and customer support tools for SMBs.

Salesfully.com differentiates by offering a versatile, user-friendly platform tailored to small businesses and sales teams, combining high-quality lead generation, CRM, advertising, and cloud storage at a cost-effective price point.

Ask

As we present Salesfully.com's growth plans and market potential, we kindly request your support and collaboration. We are seeking an investment of \$250,000 to help us achieve our goals. Here's how your investment will be utilized:

- 1. Marketing Expansion:** Fuel our marketing efforts, reaching a wider audience through diverse channels like streaming services and television.
- 2. Product Development:** Enhance and expand our product offerings to better serve our customers and drive user engagement and retention.
- 3. Market Penetration:** Support our expansion into new markets, capturing a larger share of the CRM and sales enablement software industry.

With your valuable investment of \$250,000, Salesfully.com can continue to innovate and empower small businesses and sales teams worldwide, ultimately capturing a significant share of the growing CRM and sales enablement software market.



Contact Us

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