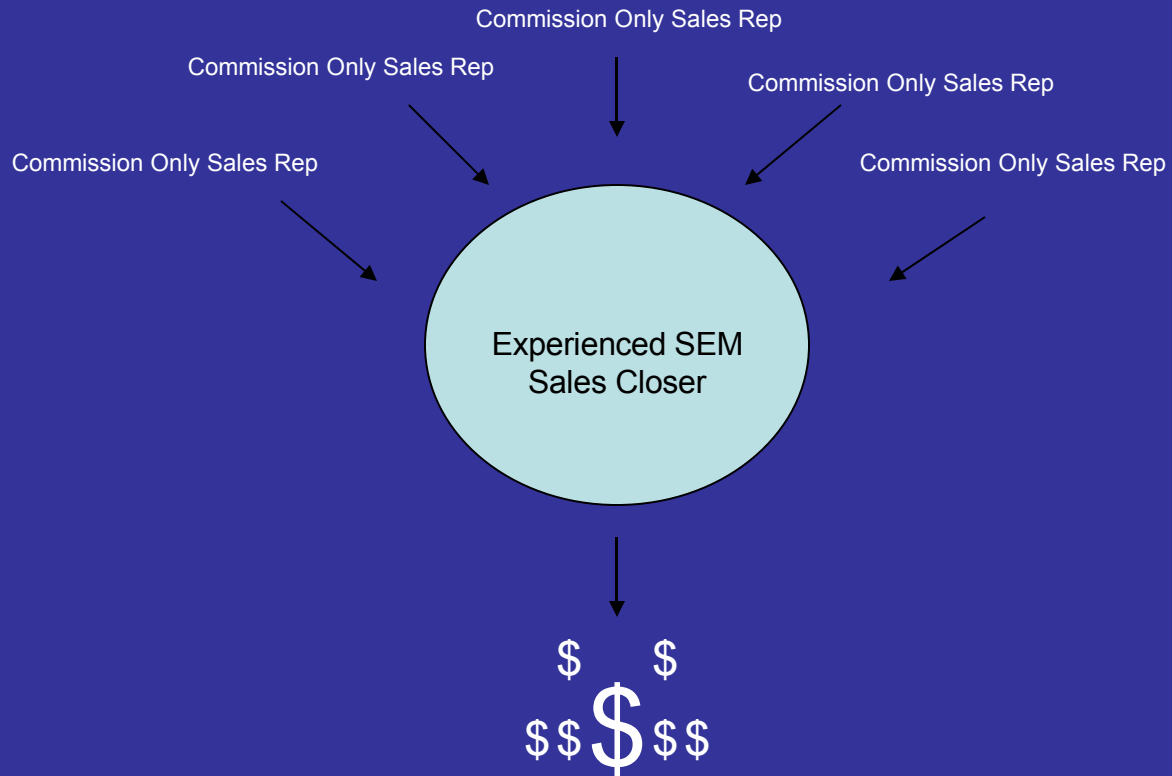


# MATRIX INTEGRATED MARKETING SEM SALES FUNNEL



- Initial sales closer can be either internal or external member of team
- Top performing commission only sales rep eligible to become sales closer
- Commission only reps initially set appointments only, as their knowledge level and marketing expertise improves, they can take a more engaged approach in the sales cycle
- Commission only technical analysts can also be added to assist in creating a more efficient sales process