



Aciety

B2B SOFTWARE SERVICE MATCHMAKING PLATFORM

Grow Your

Brand validation

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Lead volume

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Lead conversions

ACIETY HELPS GROW YOUR SOFTWARE SERVICE COMPANY

Revenue growth in combination with customer satisfaction is collective goal of Aciety and our software service companies.

We split it into 2 main components:

1. How much leads (in EUR) you get in and outside of Aciety
2. What % of leads you win in and outside of Aciety

➔ **Volume * Win % = Your total revenue**

Over the last 9 years we have seen and participated in thousands of client - supplier interviews and projects. We've observed what helps and especially - what prevents companies from winning, **even though they might be the most competitive ones.**

Over 2021-2022 we've started coaching some of our suppliers to ensure that their **potential is properly observed by clients** and have found significant changes in win rates in such cases.



Now, in 2023 - we have developed a package, that helps not only get more leads, but grow trust in your brand and win more clients (both in and outside of Aciety).

THE PACKAGE

More Leads

=

250,000+ EUR in leads

It is good to be concrete, so we include Aciety Lead Exchange Scoring (ALES) as 1 of 3 main components in the package. 1 ALES = 50,000 EUR in qualifying leads (i.e. it is deducted only once request interests you and you apply to it). 5 ALES is included, with estimated 250,000 EUR or more in leads of your interest.

Higher Win % via Trust Building

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**100,000+ impressions
& quality marks**

It is important to build trust in your Brand (i.e. where your developers are coming from) before the conversation begins. We include both interviews and Aciety AI based quality marks (Badge+) that are used inside Aciety ecosystem (estimated 100,000+ content impressions across Facebook, Youtube, LinkedIn and other assets) and can be used by you further with your clients.

Higher Win % via
More Effective Pitching & Offers

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100,000+ EUR in leads won?

Lastly, once there is a lead - the most important part remains of not only knowing you are the most competitive (and the best option to client), but actually communicating that effectively to them.

The best knowledge transfer is through direct participation - we have developed a cycle of participating before, during and after client meetings that help significantly grow your win rates.

If you receive 10,000,000 EUR in leads a year, even 1% change in win % equals 100,000 EUR in additional revenues.

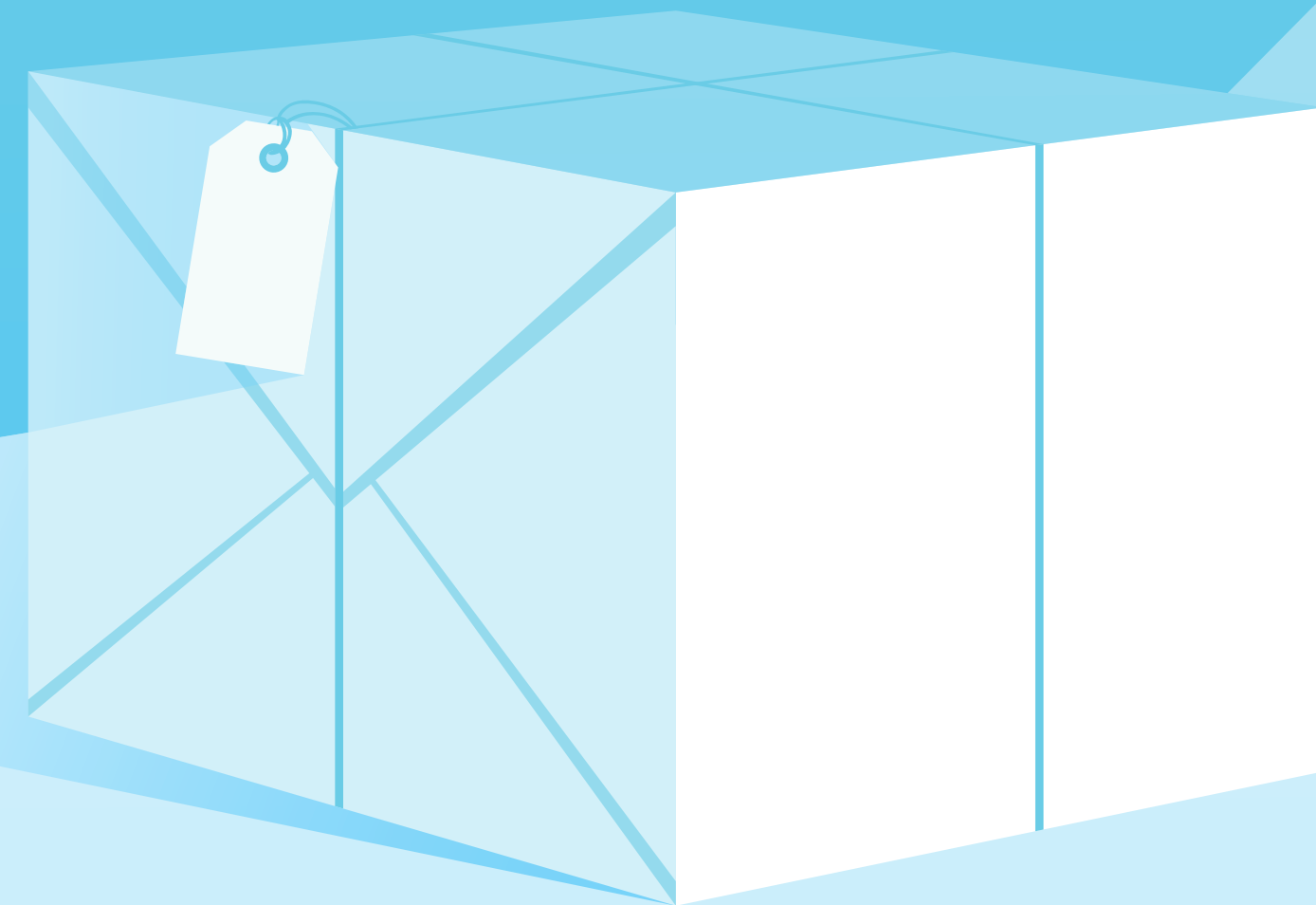
We aim towards transferring the key actionable ideas and principles in what helps you win, which if absorbed not only within the stream of Aciety leads, but your overall lead stream - can make significant changes in your company revenues in continuity.

Type(s)	Offer	Amount	EUR/unit	EUR	Comment
More Leads	Qualifying Leads (LES)	5	600	3000	Company receives Lead Exchange Score, each of which is worth 50,000 EUR in leads. Score is deducted only once you apply to a lead (i.e. it is qualifying to you).
Brand Validation	Aciety Badge+	4	450	1800	Aciety ranks performance of thousands of software development companies in Europe to nominate 10% within each of 100 categories. Nominated companies can apply to get selected among Top 10 overall in each of the categories to earn the top quality mark.
Brand Validation	Interview and Publication	1	1000	1000	Aciety interviews you to prepare a technology/service specific case study and publicises it across its social media channels and newsletter (estimated 100,000 impressions in target audiences).
Brand Validation	Category & Blog Posting	4	0	0	Bonus to Badge+. You are placed within first positions in each of the Badge+ categories and within category specific blog post (except about your company from the interview).
Higher Win %	Sales Amplifier Workshops	1	1800	1800	Workshop cycle consisting of: - Client pre-meetings in up to 4 Aciety leads to coach on client specific needs and communication quirks to make the best first impression (i.e. create genuine "oh they understand me" connection with client in the meeting); - Participating in up to 4 meetings with your/our clients to observe your pitch and steer clients towards your direction; - Documenting observations from meetings and analytical coaching session individually and/or collectively sales team to grow win rate not only in Aciety, but your lead stream too; - Overall competitiveness to market valuation session and "what they do differently to win" know how transition.
Higher Win %	Premium Position	2	300	600	Aciety Premium Position gives you a guaranteed 1st position in Client Offer, including: - Get placed first in the Client Offer to maximize exposure; - Get survey consultation to ensure all client expectations are met; - Get pre-client meeting coaching to ensure great first.
	Total:			8200	PACKAGE DETAILS
	Discount:			40% -3280	
	Total (with discount):			4920	

40% DISCOUNT IS OUR SMALL CHEAT :)

If you perform better, you win more, which makes us win more too.
Hence, we can save you quite some now, to earn significantly more together later on.

GRAB THE DEAL!



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