



PaP

PaP Solutions

Professional Services for Corporate Prospecting

**WE CONNECT
YOUR COMPANY
TO THE BEST
CUSTOMERS OF
YOUR MARKET**

PaP

SPECIALIST IN
CORPORATE
PROSPECTION



We offer a complete, collaborative and diversified structure to make your company known by the best potential customers in your market.

We offer a comprehensive and effective solution to generate qualified B2B leads.

RESULTS THAT WORK IN SYNERGY FOR YOUR BUSINESS SUCCESS

Scheduling of meetings | Qualified meetings scheduled with companies that have the potential to buy your products and services (engaged leads)

Lead warm-up | Continuous flow of opportunities generated by prospecting, where the lead can result in potential business

Niche tests | Measuring the interest of the solution offered for different market niches

Greater market penetration | Visibility by companies that were previously unaware of your brand, bringing new opportunities for solutions

Optimization of your team's time | Your commercial executives can focus on other tasks like customer relations and closing deals

A highly qualified team to offer your company the best and most effective prospecting



Jussara Tozaki
Head of Operations

Postgraduate in Marketing from FAAP, Bachelor of Science in Accounting from FAAP, graduated in Information Technology Management from FGV. She has over 20 years of experience. She is responsible for managing and implementing campaigns in all prospecting units.



Caroline Santana
UN1 Team Leader
Graduated in biochemistry



Nélia Barroso
UN2 Team Leader
Graduated in business administration with a postgraduate degree in financial management



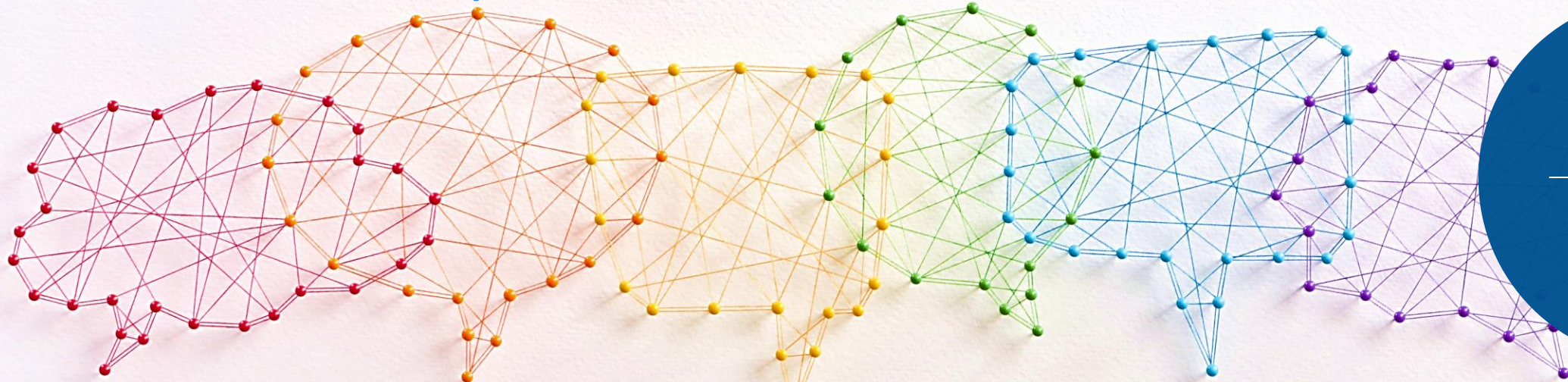
Patrícia Pimenta
UN3 Team Leader
Graduate in Advertising and Publicity



Cláudia Suzart
UN4 Team Leader
Graduated in Tourism Technique



Neide Almeida
Training Leader
Graduate in Human Resources



And more than
50
trained and prepared prospecting executives

And a support and back office team that makes a difference in the day to day of each campaign



Chiara Papali
Graduated in Social Communication and Journalism



Victor Oliveira Gulart
Degree in Letters, and Master in Scientific and Cultural Dissemination



Pedro Tozaki
Graduated in Business Administration



Maria Júlia Dias
Specialist in market analysis and data tools



Fábio Adiron
Graduated in Social Communication and specialized in Marketing and postgraduate in Economics



REDACTION



IT / MARKET RESEARCHING



PAP ACADEMY

Our **prospecting executives** are prepared to talk about your company to the **best customers** in the market

WOMEN 40+



We encourage the participation of **female employees over 40 years old and with young children** in our staff, as we provide intensive training and 100% remote work.

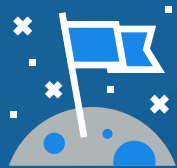


This way we guarantee a better quality of life and better management of time and energy. **Being with the children** in the comfort and safety of their homes the time dedicated to **work is much more qualified.**



Count on a complete market analysis that generates **assertive and effective prospecting lists**.

The best databases in Brazil and in the world at the service of your company.



In the international market, we have experienced market analysts and a multilingual team.

- Analysis by country
- What are the best countries for your segment
- Search of qualified contacts in each company
- Prospecting by segment or company, in local language

400
million

companies mapped
around the world



PaP

**SELECTIVE
FILTERING**
+
**DATA
CROSSING**
+
**B2B DATA
PLATFORMS**

Effective Communication

Approach and warm-up scripts prepared by **professional writers**, with the **best communication techniques** to open the doors of your market.

Good material can make all the difference to your business. Therefore, PaP offers the creation and development of a presentation that makes an **impact and attracts your target audience.**



Approach Scripts

- Prospecting phone call
- Information Support
- And Much more



Warm-up Scripts - Follow ups

- Direct e-mail
- Themed email in the value provided
- And Much more



Engagement Scripts

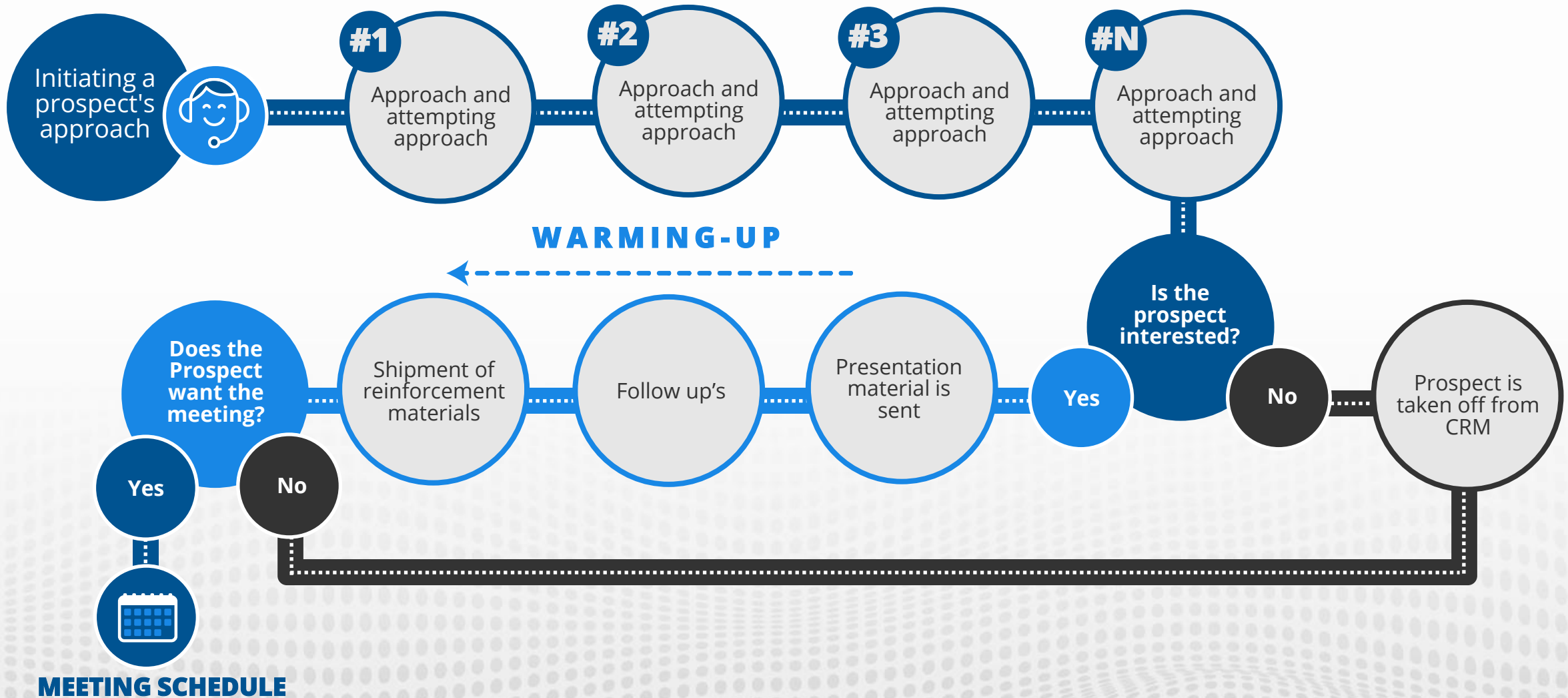
- Presentation e-mail requested
- Follow-up phone call



Scheduling Scripts

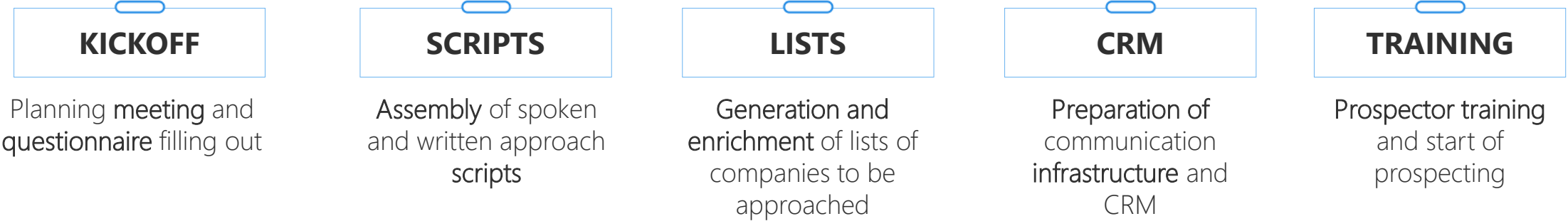
- Scheduling options
- Pre-booking information note
- And much more

Through an **approach** and **engagement** process, we evaluate and map each prospect on the list, **until we reach a meeting schedule**.





We do this through a methodology that starts with the implementation of your campaign.



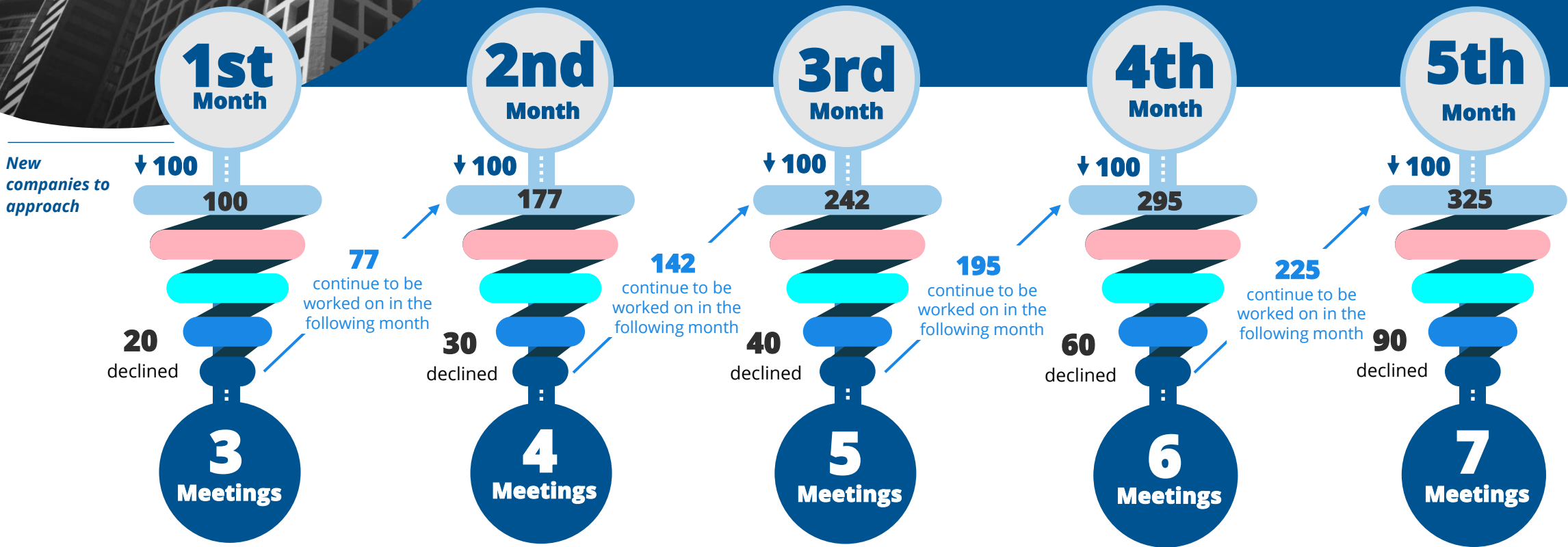
Start of the approach in 4 weeks



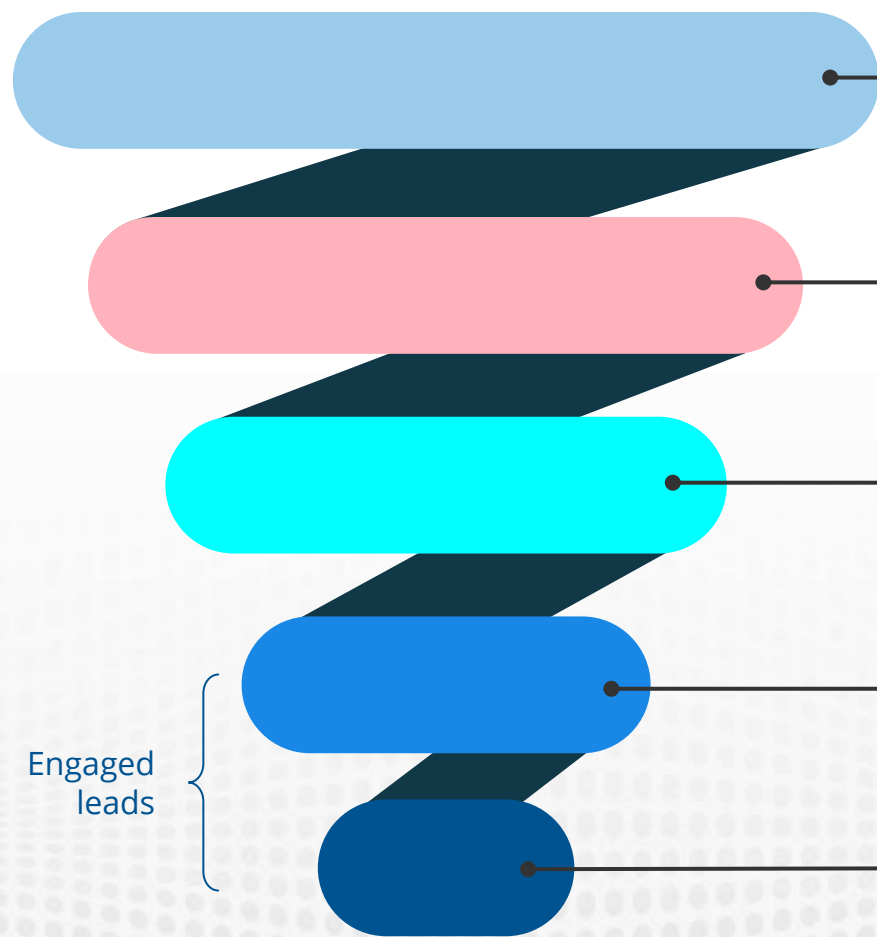
All structured and designed for your business

Every month, we approach a volume of **new companies**, in an ongoing effort to open up the market, since most companies approached do not respond immediately.

When we include our warm-up processes (follow up), **the volume of companies being worked increases significantly**, as does the **number of meetings scheduled**.



As a result, we achieved impressive numbers in our B2B prospecting work



100 Companies addressed

Potential Leads

79 Receive the offer (68 to 92)
(Minimum and maximum)

31 Show interest (17 to 52)
(Minimum and maximum)

Interested Leads

8 Schedule meetings (4th to 29th)
(Minimum and maximum)

5 Ask for contact in the future (2 to 11)
(Minimum and maximum)

Of every 100 companies approached, in campaigns with 6 months of maturation, the weighted average obtained was 13 engaged leads. Of these, 8 requested a meeting and 5 asked for a future contact for a meeting

Engaged leads

Weighted averages of prospecting projects conducted by PaP

State-of-the-art CRM so you can track results in real time

Aggregate results by period



- Granular view, by activity and average connection time
- Detailed view of the average prospecting cycle

Dashboard for user Claudia Chagas showing metrics: 604 Leads, 2.739 de 3.438 On time*, 36% Perdidos, 11 Ganhos (50%).

Geral

- Novos leads: 605
- Resposta inbound: -
- Leads que realizaram a primeira atividade: 604
- Ligações significativas: 480 (48%) e duram em média 4 min
- Atividades extras: 883 (848 finalizadas)

Leads Finalizados (22)

- perdidos: 50% com média de 29 dias em prospecção
- ganhos: 50% com média de 10 dias em prospecção

Progresso por atividade

Atividade	Finalizado	Ignorado	Pendente
1	827	202	207
2	911		287

TRANSPARENCY

All prospecting campaign results are presented in a single extract, through a weekly report and periodic evaluation.

1. ACME

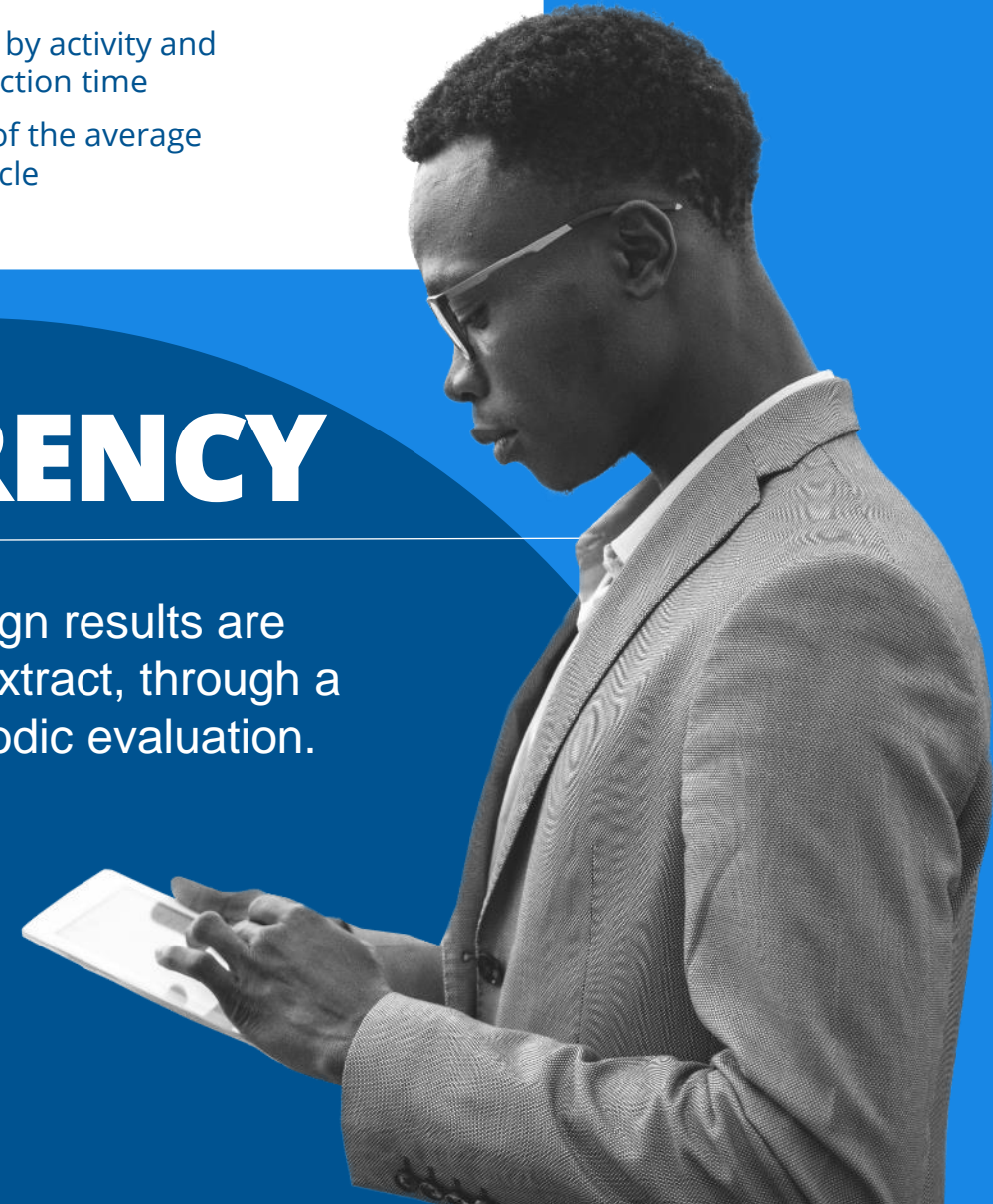
2. CAMPANHA: Geração de leads / Agendamento de reuniões

3. ATIVIDADES REALIZADAS SEMANA A SEMANA (acumuladas)

Semana com:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Produção e primeira atividade	25	25	54	126	164	170	402	180	225	278	322	355	402	451	511	526		
Ligações Totais	58	271	418	553	641	695	722	761	822	893	933	973	1.047	1.101	1.168	1.208		
Ligações Significativas	54	168	338	502	529	547	574	591	617	647	676	708	744	784	828	876		
Leads gerados	80	217	31	45	50	57	57	62	75	83	85	84	88	83	83	82		
Respostas recebidas	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
Chamadas por empresa contatada	85.37	85.37	85.32	85.32	85.31	85.37	85.42	85.47	85.47	85.43	85.42	85.44	85.43	85.40	85.40	85.42		
Chamadas por lead gerado	85.106	85.834	85.106	85.103	85.103	85.103	85.103	85.103	85.103	85.103	85.103	85.103	85.103	85.103	85.103	85.103		
Chamadas por reunião agendada	85.124	85.124	85.124	85.801	85.801	85.801	85.801	85.801	85.801	85.801	85.801	85.801	85.801	85.801	85.801	85.801		

4. LEADS REUNIÕES STATUS

EMPRESA	STATUS	NOME CHAMADO	CATEGORIA	C. ABIL.	RESPONS.	RELAÇÃO OPÇÕES	DATA REUNIÃO	STATUS REUNIÃO	PERÍODO DE ANÁLISE (MÊS)	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO	VALOR REUNIÃO
Wagner Martins Costa	0070001	Wagner Costa	Genérica	001	001	001	001	ATIVO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0080001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0090001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0100001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0110001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0120001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0130001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0140001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0150001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0160001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0170001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0180001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0190001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0200001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0210001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0220001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0230001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0240001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0250001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0260001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0270001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0280001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0290001	Wagner Costa	Genérica	001	001	001	001	CANCELADO	001	001	001	001	001	001	001	001	001	001	001
Wagner Martins Costa	0300001	Wagner Costa	Genérica	001	001	001	001	RENECIADO	001	001	001	001	001	001	001	001	001	001	001



que você possa alcançar resultados em tempo

- 1. ACME
- 2. CAMPANHA: Geração de leads / Agendamento de reuniões
- 3. ATIVIDADES REALIZADAS SEMANA A SEMANA (acumulado)

Semana núm.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Semana de	02/08/2021	09/08/2021	16/08/2021	23/08/2021	30/08/2021	06/09/2021	13/09/2021	20/09/2021	27/09/2021	04/10/2021	11/10/2021	18/10/2021	25/10/2021	01/11/2021	08/11/2021	15/11/2021	22/11/2021	29/11/2021
Prospects c/ primeira atividade	35	71	104	136	164	178	182	186	220	256	287	300	332	382	407	413	426	
Ligações Totais	134	271	418	553	641	695	722	761	422	493	533	573	647	717	797	858	921	
Ligações Significativas	54	106	156	192	229	247	254	261	857	995	1.127	1.178	1.294	1.440	1.518	1.581	1.696	
E-mails enviados	38	107	183	251	319	354	375	378	287	330	360	375	407	460	494	531	573	
Leads gerados	10	21	31	40	50	57	57	57	62	75	83	85	94	108	113	121	130	
Reuniões agendadas		2	2	3	7	9	9	9	15	19	23	23	25	27	28	36	39	
Custo por empresa contatada	R\$ 31	R\$ 31	R\$ 32	R\$ 32	R\$ 33	R\$ 37	R\$ 42	R\$ 47	R\$ 45	R\$ 43	R\$ 42	R\$ 44	R\$ 43	R\$ 40	R\$ 40	R\$ 42	R\$ 44	
Custo por lead gerado	R\$ 109	R\$ 104	R\$ 106	R\$ 109	R\$ 109	R\$ 115	R\$ 134	R\$ 153	R\$ 159	R\$ 146	R\$ 145	R\$ 154	R\$ 151	R\$ 142	R\$ 145	R\$ 145	R\$ 143	
Custo por reunião agendada		R\$ 1.174	R\$ 1.720	R\$ 1.538	R\$ 861	R\$ 809	R\$ 931	R\$ 1.052	R\$ 736	R\$ 656	R\$ 603	R\$ 651	R\$ 649	R\$ 647	R\$ 666	R\$ 566	R\$ 557	

Performed activities

Results achieved

Allocated investments

Detailed extract with interested leads and engaged leads (meeting)

4. LEADS/REUNIÕES STATUS

EMPRESA	DATA DE REGISTRO	NOME COMPLETO	CARGO	E-MAIL	TELEFONE	RESULTADO (OPÇÕES)	LINK SISTEMAS	STATUS DO LEAD	DADOS DO PARTICIPANTE (Nome, telefone, E-mail)	FORMATO DA REUNIÃO	OPÇÕES DE LOCAL/DATA/HOR	DATA/HORÁRIO CONF.	STATUS DA REUNIÃO	OBSERVAÇÕES
Hospital Seattle Grace	26/07/2021	Meredith Grey	Gerente	meredith.grey@seattlegrace.com	(11) 3333-3333		https://meettime.com/bridashboa/rs/public/leads/	ATIVO						Falei com Mariana, passou e-mail e farei follow
Sociedade Beneficente Luz de Esperança	03/08/2021	Sarah Fischer	Diretor(a)	sarah.fischer@luzdesperanca.com	(21) 3666-6663	Solicitou o material para reencaminhar para o responsável. Enviarei	https://meettime.com/bridashboa/rs/public/leads/	REUNIÃO		Videoconferência	31/08/2021 às 13:30hs - 15/09/2021 às 15:09/2021 às	31/08/2021 às 13:30hs - 15/09/2021 às	Reagendando	Temos que reagendar, levei o material para reencaminhar para o responsável. Fez perguntas (respondei) e solicitei o material para reencaminhar para o responsável.
Hospital Memorial Grace	04/08/2021	Addison Montgomery	Supervisor(a)/Coordenador(a)	amontgomery@memorialgrace.com	(11)3999-9993		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						
Faculdade de Medicina da Boa Vista	04/08/2021	Caroline Mayer	Gestora de RH	carol.mayer@medboavista.com	(31) 3366-3399		https://meettime.com/bridashboa/rs/public/leads/	REUNIÃO		Videoconferência	24/08/2021 às 8hs	24/08/2021 às 8hs	Realizada	Falei com Fabiane, passou e-mail e farei follow
Semper FI Participações	04/08/2021	Marianne Moura	Analista	marimoura@semperfi.com	(61) 3339-9333		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Aline, passou o e-mail e farei follow
Stark Participações	05/08/2021	Roberio Stark	Gerente	robertostark@stark.com	(11) 3211-1123		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Mirele, passou o e-mail, farei follow
Raio de Luz Brasil	05/08/2021	Damiano Dias	Compras	ddias@raiodeluz.com	(86) 3456-7890		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Roberta, passou o e-mail, farei follow
Hospital Nuvem de Papel	05/08/2021	Victoria Froes	Diretor(a)	froesvictoria@nuvemdepapel.com	(21) 3987-6543		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Andressa, passou o e-mail, farei follow
Euta Participações	26/07/2021	Beatriz Borges	Gerente	bborges@euta.com	(11) 3234-5678		https://meettime.com/bridashboa/rs/public/leads/	ATIVO						Falei com Mariana, passou o e-mail e farei follow
Sociedade Beneficente Luz de Esperança	03/08/2021	Sarah Fischer	Diretor(a)	sarah.fischer@luzdesperanca.com	(21) 3666-6663	Solicitou o material para reencaminhar para o responsável. Enviarei	https://meettime.com/bridashboa/rs/public/leads/	REUNIÃO		Videoconferência	31/08/2021 às 13:30hs - 15/09/2021 às 15:09/2021 às	31/08/2021 às 13:30hs - 15/09/2021 às	Reagendando	Temos que reagendar, levei o material para reencaminhar para o responsável. Fez perguntas (respondei) e solicitei o material para reencaminhar para o responsável.
Hospital Memorial Grace	04/08/2021	Addison Montgomery	Supervisor(a)/Coordenador(a)	amontgomery@memorialgrace.com	(11)3999-9993		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						
Faculdade de Medicina da Boa Vista	04/08/2021	Caroline Mayer	Gestora de RH	carol.mayer@medboavista.com	(31) 3366-3399		https://meettime.com/bridashboa/rs/public/leads/	REUNIÃO		Videoconferência	24/08/2021 às 8hs	24/08/2021 às 8hs	Realizada	Falei com Fabiane, passou e-mail e farei follow
Ultrapar Participacoes	04/08/2021	Lilian Teixeira	Analista	lilian.teixeira@ultrapar.com.br	(11) 3177-7015		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Aline, passou o e-mail e farei follow
Asperbras Brasil	05/08/2021	Aeda Padua	Gerente	aeda.padua@asperbras.com	(11) 3055-4000		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Mirele, passou o e-mail, farei follow
H&Pc Brazil Participacoes	05/08/2021	Andressa	Compras	compras@hpc.com.br	(47) 3471-4400		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Roberta, passou o e-mail, farei follow
Scheffer Participacoes	05/08/2021	Camila Mognon	Diretor(a)	camila.mognon@scheffer.com.br	(65) 3383-4800		https://meettime.com/bridashboa/rs/public/leads/	CANCELADO						Falei com Andressa, passou o e-mail, farei follow

Periodically, you and the team leader evaluate the results and discuss initiatives to optimize your prospecting campaign

The data and figures in this report are illustrative

Every market expansion campaign comes with inherent risks. At PaP we have monitoring processes and mitigation mechanisms to achieve the best results

1st risk mitigation

Leads do not request meetings

Possible reasons:

Choice of saturated niche of offer, diffuse proposition, without differentials or flaws in the approach

Mitigation:

We monitor performance indicators daily and work to align the project, proposing changes to the client, changing prospector executives (if necessary), suggesting a new strategy, another niche, adapting scripts, new products, etc.

2nd risk mitigation

Scheduled meetings do not prove fruitful

Possible reasons:

Ineffective qualification or inadequate preparation to conduct meetings

Mitigation:

With our client's feedback, we adjust the qualification process and/or the client himself, over time, becomes more and more efficient in his conversion presentations.

3rd risk mitigation

Meetings are good, but proposals do not convert into business

Possible reasons:

Sales cycle longer than expected or not very competitive proposals

Mitigation:

Our client can adjust their offer to reduce input friction and with the feedback we can also adjust the market niche for those less competitive.

4th risk mitigation

The volume of meetings and/or business exceeds our client's processing capacity

Possible reasons:

Chosen niche is very adherent to the offer and/or the delivery capacity is below the created demand

Mitigation:

We can suspend coverage of new prospects, keeping only the warm-up of existing leads, or even suspend prospecting altogether.

Some of the customers who trust our methodology



Start-ups and traditional companies



Multinationals



Visit papsolutions.com.br/en/cases
and learn more about our cases

REQUEST A CUSTOM PROPOSAL

And discover
what we can
do for your
business.



Click [here](#) and book
online right now with a
specialized consultant.



E-mail:
operacoes@papsolutions.com.br



Phone:
11 3583-0053 (seg. às sex. das 9 às 18hs)



Site:
www.papsolutions.com.br



Address:
Rua Tabapuã, 145 - 1º andar - Itaim Bibi
São Paulo SP - CEP 04533-902



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pap.pub/blog



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[/pap.solutions.br](https://www.facebook.com/pap.solutions.br)