



The Staccato Solution

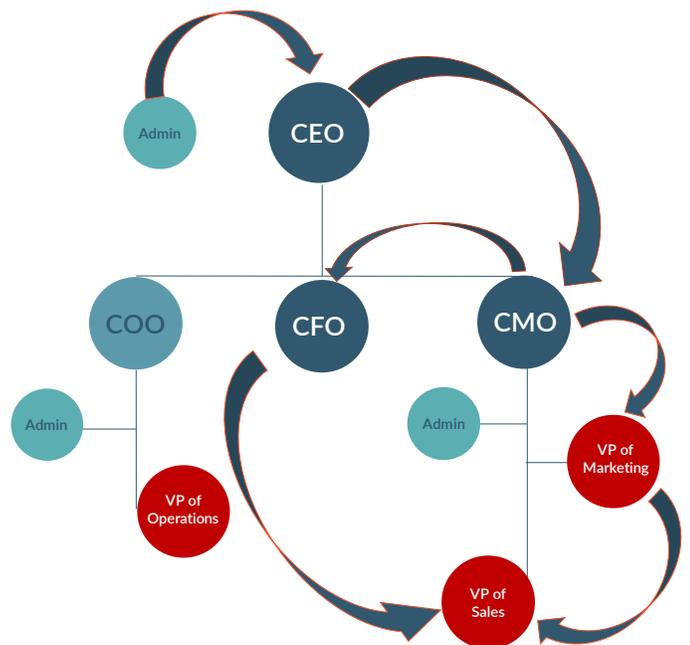
We studied 1.8 million outreach efforts to create Staccato, a technology-driven process that gets your reps in front of the right people, more often. It's a teachable, repeatable and predictable process that leverages existing resources to create more meaningful first conversations. Staccato removes the guesswork of how to reach key players by providing a blueprint for success:

- Who to call
- Who to call first
- When to call
- What to say
- What voicemail to leave
- When to follow up
- When to send an email
- What the email should say

Reach the Right Key Player

When companies generate appointments with anyone who will take a call, it wastes time and resources.

The most powerful element of Staccato is its ability to leverage a company's natural communication structure — their 'Social DNA'. Prospects typically forward relevant emails/voicemails to other individuals, which creates an implied referral that increases the likelihood of securing a first meaningful conversation with the right individual. It's a mini-branding campaign inside your target account!





"I have worked with FRONTLINE at three different companies with unique product offerings, and the results have always been excellent. FRONTLINE's process has proven to deliver high quality leads to help build our sales pipeline." - Matt Lang, Rev Cycle

The Staccato Suite of Solutions

Staccato Autopilot

When you leverage our managed services program, our certified team will start reaching out to your target accounts in less than 30 days. Our priority is creating meaningful first conversations with *key decision-makers* — not just anyone who will take a call. During bi-weekly connect calls, we review your metrics and outcomes to ensure we continually track towards your goals.

Staccato Pro

Maximize your existing resources with our unique combination of technology and proven process. Your reps will master prospecting and learn how to execute every prospecting call flawlessly with our in-person training and our proprietary call simulator. The Staccato app tracks every outreach and provides critical data to help managers understand what behaviors are leading to the best outcomes.

Staccato Customer Success Model - A Blended Approach

