



Outsource Marketing Associates, Inc. [www.OMAIUSA.com](http://www.OMAIUSA.com)  
An all US rentable virtual salesforce and coaching team since 1992.  
Expressly for tech, consulting, security and services providers.

---

**Sample 2-page proposal with options to help drive your revenue, profitability, quota and market share goals. At minimal cost and risk.**

**From OMAIUSA (Outsource Marketing Associates, Inc.)  
Ray Lichtman –516-721-5908 (m) / 833-OMAIUSA / [Ray@OMAIUSA.com](mailto:Ray@OMAIUSA.com)**

**[An all-US rentable virtual salesforce for tech firms (30<sup>th</sup> anniversary was August 1<sup>st</sup> 2022)  
A proven alternative to scripted telemarketers, in-house callers, or adding staff.  
No space or benefits required. Front-ending inside reps so they can focus on closing.]**

---

**1---Pilot calling campaigns and sales coaching modules.**

**Campaign A: \$1,500. One-time fee. Delivering 6 solid appointments and leads.  
Including hundreds of calls, lists, consult, setup, training, reporting.**

**Campaign B: \$ 3,750. One-time fee. Delivering 15 solid appointments and leads.  
Including hundreds of calls, lists, consult, setup, training, reporting.**

**Campaign C: \$ 5,250. One-time fee. Delivering 21 solid appointments and leads.  
Including hundreds of calls, lists, consult, setup, training, reporting.**

**Custom Real-World Sales Coaching: \$275. per 45-minute session.  
Conducted via telecon by Ray Lichtman, President. OMAIUSA.  
Fee covers 2 attendees from your firm (one firm per class).  
Real-world, interactive format for maximum effect and impact.  
Custom agenda including discussion of specific situations.**

**These packages priced for most budgets and co-marketing funds.  
Each lead is equipped with advice from OMAIUSA's team of tech salesreps.  
We learn your business as if new hires for maximum effectiveness and credibility.**

---

**2--- The Strategic Consult for Calling Campaigns and Custom Sales Coaching**

**Real-world topics can include: Messaging. Strategies. Targeting. Logistics. Ideal lead.  
Benefits to CEO. Why now? Why from you? Time management. Objection handling.  
(Others)**

**The consult and class conducted by Ray Lichtman, President, OMAIUSA (1992-today).  
Formerly Senior New Business Representative, IBM (1968-1992). Recipient of  
2 IBM Presidents Awards, 6 Golden Circles, 20 IBM 100% Clubs. MBA, Columbia  
University. BS, Rensselaer Polytechnic Institute.**

**Continued on Page 2**

### **3--- Notes for Pilot Campaign and Sales Coaching (OMAIUSA)**

All fees are in USD and are subject to change with 30-day written notice.  
Fees are paid in advance via credit card or ACH. There are no refund provisions.

Your engaging of OMAIUSA will be totally confidential. Reporting will be via Excel Spreadsheets and Word Documents (lead-forms); Priority opportunities also called in upon discovery.

OMAIUSA is not liable for damages if any (implied, actual or consequential)  
All work is performed on a best-efforts basis.

OMAIUSA conducts campaigns as quickly as possible, but there can be no firm deadline.  
It is asked that you follow up on OMAIUSA leads and RFIs within 48 hours of delivery.

Optional: If any OMAIUSA leads close and generate significant profitability to your firm, it would be appreciated if a small percentage of profit could go back to OMAIUSA as an award and incentive to the calling team.

---

**4--- Non-Disclosure Agreement:** Preventing the unauthorized disclosure of confidential Information. Your firm (disclosing party) and OMAIUSA (receiving party).

Confidential information includes proprietary data, files, correspondence, concepts, results of the strategic consult, proposals, results of OMAIUSA calls. You will be asked to specify which data are confidential and which are not. Confidentiality extends beyond the conclusion of the calling campaign and will end only with written approval by your firm.

OMAIUSA will return to you all confidential materials at end of project. Confidentiality includes dissemination via all media: voice, emails, social media, hard-copy. By signing, both parties agree to the NDA terms above.

(signed) Receiving Party: Ray Lichtman, President, OMAIUSA  
(signed) Disclosing Party

---

### **5--- To place on order the OMAIUSA Pilot Campaign and/or Sales Coaching:**

Which calling campaign option are you selecting?  
Are you ordering a sales coaching class? If so, how many?

Please print your name \_\_\_\_\_ Sign \_\_\_\_\_ Date \_\_\_\_\_

OMAIUSA will provide a credit card form or ACH information depending on your choice of payment.

Ray Lichtman, President, OMAIUSA. 516-721-5908 / 833-OMAIUSA /  
[Ray@OMAIUSA.com](mailto:Ray@OMAIUSA.com) Thank you. Dated August, 2022.