

Datacom bridges the gap between marketing strategies and positive sales outcomes

Sales & Marketing Services

One of the biggest challenges for any organisation is aligning their marketing and sales operations so they work in unison. With the continual implementation of new products and services and the need to react quickly to changes in market conditions, it can be easy for these two areas to become disconnected and opportunities missed.

At Datacom we provide Sales & Marketing Services that offer a complete, integrated, sales and marketing solution, allowing you to focus on key accounts, product development and increasing brand awareness.



In short

- ROI – Measured, delivered, secured.
- On Demand
- Sales Specialists
- Solution Based Selling
- Engaged Workforce
- Regional Support – Local Presence

What is the Datacom difference?

Datacom provides exceptional branded experiences through our Sales & Marketing Services for our client's customers.

By accessing our sales and marketing personnel, clients have found a way of connecting their own sales and marketing teams in a more effective and efficient way.

We enable organisations to make informed evidence based decisions through the utilisation of our data analytics services and reporting solutions.

Flexible & Agile

We enable you to activate and deactivate services as needed, providing an efficient way to increase sales and brand awareness without the risks and costs associated with an internal team.

Sales Specialists

At Datacom we do not sell product, licenses or subscriptions - we sell solutions. Underpinning our workforce is certified training in Achieve Global's Professional Selling Skills® & Selling Through Stellar Service®.

By providing our clients with committed and engaged sales specialists we ensure the highest levels of professionalism and ROI.

Regional Presence, Local Support

With offices in every major city in Australia, New Zealand and Kuala Lumpur, Malaysia, plus partnership agreements covering most of Asia, we are able to offer our clients the support model that suits their business.

Technical Ability

Datacom has over 40 years experience in system integration, software development and technical support. This enables Datacom to provide our clients with access to a rich portfolio of tools and services that can be tailored to their individual needs.



- Lead Generation**
Outbound / Inbound tele-lead generation that works in unison with your marketing strategy to produce profitable sales outcomes.
- Event Boosting**
Significantly increase the quantity and quality of the customers attending your events through targeted tele-boosting campaigns.
- Renewals**
Software, licence and contract renewals can all be managed by the Datacom team. Proven track record in increasing positive renewal outcomes.
- Qualification**
We can take your raw customer data and take it through each stage of qualification process then provide your internal sales team with a "hot list" to close.
- Inside Sales**
From the initial establishment of a new opportunity through lead nurture, lead qualification and the final processing of the sale we can manage the entire process with our inside sales specialists.
- Inbound & Outbound Sales**
Solution-based selling into either your existing or new customer base. Specialisation in technology and Telco sales.
- Predictive Dialler**
Ramp-up ready dialler capabilities to manage large databases of customers efficiently and effectively for all of your campaign needs.
- Channel Management**
We can manage your entire channel or specific areas to ensure that partners are kept engaged and advocates of your brand.

Award Winning Team

- Global Sales Agent of the Year Contact Centre World – 2008
- Regional Contact Centre of the Year (CCAS) – 2008
- Best Green Project of the Year (ARN) – 2007 & 2008

For further information

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