

# WHY CHOOSE IGNITE?

## ABOUT TRAX

Trax is the global, digital leader in spend and compliance management solutions. Trax empowers organizations with globally complex supply chains to have greater control and visibility in their supply chain giving them enterprise-wide efficiency, maturity, and value.

## ABOUT IGNITE

Shift Group's Ignite program empowers sales teams with market intelligence and efficient go-to-market strategies, leveraging our talent bench of former athletes and veterans. With comprehensive training, client-specific onboarding, and valuable insights, Ignite helps organizations enhance their sales playbooks and drive sustainable growth with high-performing, disciplined talent.



## ESSENTIAL OUTREACH SUPPORT

**Pain Point:** Like many growing organizations, the sales team manages the entire cycle. Without a dedicated BDR function. This stretches their capacity and limits their ability to focus on high-value activities

**Ignite's Value:** Shift Group alleviates this pressure by handling cold outreach, including making dials, refining messaging, and conducting persona research. This allows the sales team to focus on closing deals while leveraging the groundwork laid by Ignite.

*“Shift Group’s Ignite program has been a game-changer—handling cold outreach, refining messaging, and identifying key personas. They’ve helped us market-test our approach and improve both our outreach strategy and internal efforts”*



## MARKET INTELLIGENCE & REFINED TARGETING

**Pain Point:** Identifying niche personas becomes a daunting challenge without a dedicated BDR function. It requires precise outreach strategies and significant time investment, often leaving teams without the market intelligence needed to refine their approach. This can lead to missed opportunities and inefficiencies.

**Ignite's Value:** The program delivers actionable market intelligence, including the best times to call, effective messaging strategies, and valuable feedback from outreach efforts. These insights not only enhance Ignite's performance but also empower the company to refine its internal sales processes.

*“Shift Group has been instrumental in providing market intelligence and refining our targeting. Their insights into the best messaging, timing, and personas have been invaluable.”*



## QUALITY-DRIVEN APPROACH

**Pain Point:** Many outsourced BDR services focus solely on booking meetings rather than ensuring quality, often delivering unqualified leads that waste time and resources. Without a focus on your company's goals or understanding of your ideal customer profile, these services fail to provide the high-caliber opportunities needed for meaningful growth



**Ignite's Value:** Ignite ensures alignment with your company's goals by prioritizing high-quality opportunities over sheer volume. By tailoring outreach to target the right personas and delivering leads that truly match your ideal customer profile, Ignite helps drive meaningful results while avoiding wasted time and resources on low-value engagements

***“With Shift Group, it’s not about hitting quotas with low-quality leads—it’s about finding the right fit. Unlike other companies, they adapt when something isn’t working and focus on quality over quantity. That approach has made them a truly constructive and reliable partner for us.”***

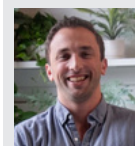
## ELITE CANDIDATE POOL

**Pain Point:** Traditional outreach teams often lack the unique qualities that drive success—discipline, resilience, and a competitive edge. Without individuals who bring the leadership and work ethic, outreach efforts can fall short.

**Ignite Value:** Ignite leverages former elite athletes and military veterans who are high-performing individuals, with a competitive and disciplined mindset. This resulted in a dedicated partner who not only executed outreach but also genuinely cared about delivering results.

***“What sets Shift Group apart is your focus on recruiting former athletes and military personnel—people who are wired with that no-excuses, roll-up-your-sleeves mentality. With Shift candidates, that competitive drive is clear and that dedication makes all the difference.”***

In collaboration with



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To learn more about  
Trax visit:  
<https://www.traxtech.com/>