



**2007 Finalist**



**2007 Selling Power Sales Excellence Awards Finalist  
“Demand Generation Program of the Year”**

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**EXTENDED PRESENCE NAMED AS FINALIST IN  
2007 SELLING POWER SALES EXCELLENCE AWARDS<sup>SM</sup>**

***2nd annual awards will be presented on December 6 in Las Vegas***

Denver, Colorado – November 12, 2007 – Extended Presence was named as a Finalist for the Demand Generation Program of the Year category in the 2007 Selling Power Sales Excellence Awards.

The awards are jointly presented by *Selling Power* magazine, the leading sales management publication with 145,000 subscribers in 67 countries, and The Stevie® Awards, which have been hailed as “the business world’s own Oscars” by the *New York Post* (April 27, 2005).

Nicknamed the Stevies for the Greek word “crowned,” winners will be announced during a gala banquet on Thursday, December 6 at Caesars Palace in Las Vegas. Nominated sales executives from around the world are expected to attend.

More than 400 entries from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Best Run Sales Organization of the Year, National VP of Sales of the Year, and Sales Training Program of the Year. Extended Presence is a Finalist in the Demand Generation category.

Extended Presence developed and managed the demand generation project for a world-leading business process outsourcing organization. Our Client was challenged with finding the resources to target new Fortune 500 clients and turned to Extended Presence in 2007 to help set up and implement a new demand generation program. The program was designed exclusively to target



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and acquire new Fortune 500 customers and included; direct mail, a 3rd party thought leadership component, and a seasoned solution selling call team.

The following results occurred over an eight month period:

- Extended Presence qualified and set over 115 meetings with Fortune 500
- VP and C-Level decision makers for a world-leading business process outsourcing organization
- Our client has \$37,000,000 in new (active) pipeline opportunities
- To-date, our client has achieved \$9,000,000 in new customer business

“We are extremely pleased to be nominated as a finalist for this year’s Demand Generation Program of the Year” stated Orlin Camerlo, VP of Marketing and Sales from Extended Presence.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs will select Stevie Award winners this week from among the Finalists. Finalists were chosen by business professionals worldwide during preliminary judging.

“Being named a Finalist in The Selling Power Sales Excellence Awards is an important achievement,” said Gerhard Gschwandtner, founder and publisher of *Selling Power*. “It means that independent business executives have agreed that the nominee is worthy of international recognition. We congratulate all of the Finalists on their achievement and wish them well in the competition.”

Details about The Selling Power Sales Excellence Awards and the list of Finalists in all categories are available at [www.stevieawards.com/sales](http://www.stevieawards.com/sales).

Extended Presence helps sales and marketing professionals extend their reach to the right level of customer. We are a professional sales outsourcing and marketing firm that delivers results...and much more. Our approach is simple: it's how you would do it, if you had the time. We don't use a cookie cutter approach; we become an extension of your team and extend your reach into the marketplace.

You get proven metrics and more time to focus on key initiatives. Now, that's a return on your investment.



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### **About The Stevie Awards**

Hailed as “the business world’s own Oscars” by the New York Post (April 27, 2005), Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Selling Power Sales Excellence Awards. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

### **About Selling Power**

*Selling Power* is the world’s leading sales management magazine with more than 145,000 subscribers in 67 countries. Learn more at [www.sellingpower.com](http://www.sellingpower.com).

Sponsors of the 2007 Selling Power Sales Excellence Awards include Employee Continuum, Heartland Payment Systems, infoUSA’s Salesgenie.com, and Richardson.