



ExtendedPresence
Outsourced Sales Professionals



lead generation - c-level appointments - lead nurturing - account profiling - event attendance - outsourced sales

Custom Contact Database Development

The Challenge:

A leading provider of analytical software solutions was targeting specific Fortune 1000 firms in the U.S. For sales and marketing purposes, it was essential for the company to quickly reach as many Managers, Directors, and Executives as possible within their target market.

This presented a difficult task as the client had a limited number of contacts per company and many outdated contacts. Although purchasing a contact list was a viable option, the client wanted to ensure they had accurate and current data.

Prior to their engagement with Extended Presence, the client's internal contact database consisted of roughly 3-5 contacts per targeted company. They were struggling to come up with enough current contacts to keep their inside and outside sales team flush with enough prospect names.

The Extended Presence Solution:

Extended Presence assembled an experienced team of representatives to conduct both web research and outbound cold calls to their targeted company list, in order to build a customized contact database from scratch.

Through extensive research and cold-calling techniques, Extended Presence was able to uncover an average of 20-25 new contacts per targeted company.

Extended Presence Benefits:

This has enabled our client to refocus their marketing & sales efforts to a greater number of prospects and more accurately within each targeted company. We also provided the client with contacts specific to their required industry verticals, further helping to refine their focus and increase the effectiveness of the clients overall marketing & sales efforts.



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