



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

Fortune 500 C-Level Appointment Setting

The Challenge:

A leading Fortune 500 Technology firm has the challenge of setting up qualified CFO face-to-face sales meetings, for their Senior Managed Services Sales Team. Our client is targeting Fortune 500 companies to develop key prospects in order to garner new clients and new business from existing clients. Although they have the industry expertise and credibility with large clients, their sales force has no strategic positioning and available time to focus on setting appointments with CFOs, given their limited and dispersed sales force.

The Extended Presence Solution:

Extended Presence is providing an experienced team of inside sales representatives to conduct **C-Level outbound cold calls**, on behalf of our client. With assistance from the Client's senior marketing team, Extended Presence also developed the go-to-market strategy and the calling strategy currently in use for the client.

Each sales representative was hired and managed by Extended Presence.

The Extended Presence Inside Sales Team conducts consultative sales calls to target CFOs and VPs of Finance at targeted Fortune 500 companies.

Complicated sales require a consultative, skilled approach. Extended Presence has delivered exceptional results, and based on our efforts our Client has conducted over 310 face-to-face meetings to-date; even saving one client from switching to a competitor and converting *new customers valued at over \$5M in revenue.*

The program has since gone national into multiple territories and is exceeding expected results. **Current pipeline activity stands at over \$65M in new revenue opportunities**

Extended Presence Benefits:

The opportunities generated by Extended Presence represent a significant portion of their active pipeline, including brand new sales opportunities with existing and newly prospected Fortune 500 organizations.



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