



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

## Seminar & Webinar attendance for Open Source Technology Start-up!

### The Challenge:

In the emerging field of Open Source Technology Solutions, finding the right clients can be a challenge. A newly funded start-up company, in Silicon Valley, who specializes in providing Business-Ready Open Source Solutions, was looking for options to develop new sales channels and “boost” the amount of direct sales opportunities for their internal sales force.

Looking for a rapid implementation, they turned to Extended Presence to build and manage a high powered team capable of identify and prospecting executive level contacts in order to drive effective seminar & webinar attendance for potential reseller channels and direct sales opportunities.

### The Extended Presence Solution:

We provided an experienced team of inside sales representatives to conduct outbound cold calls, on behalf of our client.

By conducting consultative sales calls to targeted IT executives, at a variety of small and large organizations, we focused driving attendance for the client’s local

seminars and webinar presentations. Working with multiple teams, we provided leads for both potential VARs and direct sales opportunities.

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**Extended Presence was successful in recruiting attendees for multiple events at the same time. (3 seminars in 3 cities and 4 separate webinars in 4 weeks).**

**Extended Presence not only exceeded their goal of 25 attendees per event, but managed to provide an additional 50+ qualified leads during our call-back and event follow-up calling sessions following each event.**

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### Extended Presence Benefits:

The opportunities generated by our Inside Sales Services represented a significant portion of client’s overall active pipeline, including a several new channel sales opportunities.



422 N. Broadway, Suite A Denver, CO 80203  
800-398-8957 [EPinfo@ExtendedPresence.com](mailto:EPinfo@ExtendedPresence.com)  
[www.ExtendedPresence.com](http://www.ExtendedPresence.com)