



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

Fortune 500 VP-Level Appointment Setting

The Challenge:

A leading global business process outsourcing firm was struggling to find ways to acquire new clients for future growth.

Their sales force was focusing heavily on growing existing client revenue, and new client sales efforts were failing. This ultimately led to high turn over with in the client's sales force and a very limited amount of new potential clients in their pipeline.

Our client provides complex business solutions and serves the Fortune 500 market place; targeting VPs, SVPs, EVPs and other executives with in Customer Service and Operations. Prospecting at this level requires an experienced team capable of conducting executive level cold calls in order to navigate large companies to find the right contacts, engage them in conversation, and qualified & secure high-level meetings/appointments.

The Extended Presence Solution:

Working with the Client's senior marketing team, Extended Presence developed the go-to-market strategy and the overall

calling strategy currently in use. Using this strategy, Extended Presence is providing the client with an experienced team of sales representatives to conduct **Senior VP-Level outbound prospecting calls**, on behalf of our client, in order to secure qualified set meetings for the sales team.

Extended Presence utilized its metrics based solution selling methodology to train and manage each rep, and implemented an outsourced lead generation model to achieve results that have exceeded the clients expectations on both quality and quantity of the prospect meetings.

Based on our efforts the Client has conducted over 80 qualified meetings with newly identified companies in the last 6 months. Current pipeline activity stands at over \$125M 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 previously non-prospected Fortune 500 companies.



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