



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

Extended Presence's Inside Sales Services helps our client acquire their second round of funding

The Challenge:

An education software company was in need of a "boost" in new sales opportunities. The company produced several solutions and the Flag Ship product had a base price of around \$100K. Company executives wanted accelerated growth from their direct sales team. However, current sales reps were overwhelmed with maintaining existing client relationships and prospecting for new clients had been put on the back-burner.

The company desired new clients to fuel future growth but lacked the bandwidth to recruit, hire and manage an inside sales team.

The Extended Presence Solution:

We provided an experienced team of inside sales representatives to conduct outbound cold calls, targeting new prospects on behalf of the client.

The Extended Presence Inside Sales Team conducted consultative sales calls to target prospects in order to schedule on-line product demonstrations. Within an initial 3 month time span, our team scheduled 78 new product demonstrations.

Complicated sales require a consultative, skilled approach. Extended Presence not only delivered results, but was a significant factor with our client acquiring their second round of funding.

Each sales representative was hired and managed by Extended Presence.

Our Inside Sales Service increased the sales opportunities for our client by filling their sales pipeline with an additional \$7.8 million in new sales opportunities.

Extended Presence Benefits:

In 3 short months, the efforts generated by our Inside Sales Services represented approximately 50% of the total sales opportunities in our client's active pipeline.

As a result, they were able to fulfill the goal of expanding their sales force in order to accommodate the new business, and the executive team was able to focus on the company's core competencies to make a next generation product and obtain their next round of funding.



422 N. Broadway, Suite A Denver, CO 80203
800-398-8957 EPinfo@ExtendedPresence.com
www.ExtendedPresence.com