



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

Reaching new markets with Extended Presence!

The Challenge:

The worlds leading provider of on-line medical content services, was searching for an outsourced solution for penetrating new markets. Our client was in need of a solution to quickly secure new licensing agreements with Nursing Schools throughout the country.

They looked to Extended Presence to develop a high powered turnkey sales team capable of prospecting executive level contacts with in the Healthcare community. The company required new clients to fuel future growth but lacked the bandwidth to recruit, hire and manage an inside sales team.

The Extended Presence Solution:

We assembled an experienced team of inside & direct sales representatives to identify and prospect Nursing Schools across the country, in order to conduct on-line web demos and ultimately close new software licensing agreements for the client.

The Extended Presence Sales Team conducted consultative sales calls to target Nursing Executives, Pharmacists, Clinicians and Doctors at leading Healthcare facilities across the country, in order to develop new business opportunities for client's internal sales & marketing team.

Each sales representative was hired and managed by Extended Presence.

Complicated sales require a consultative, skilled approach. With in the first six months of the campaign, Extended Presence was not only able to identify the appropriate decision makers, but executed over 400 qualified web demonstrations; leading to over 100 new licensing agreements for the client.

Extended Presence Benefits:

Extended Presence not only delivered results, but successfully executed new licensing agreements in over 20% of the Nursing School market place in the U.S.



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