



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

Lead Generation Services helps a start-up technology client grow!

The Challenge:

A newly funded start-up technology firm, in the emerging space of Weblog marketing intelligence, was in need of a major boost in developing new sales opportunities for their internal sales force. With limited resources and only a handful of existing clients, they were looking for ways to quickly ramp up their client base.

The client turned to Extended Presence to build and manage a high powered Lead Generation team capable of prospecting executive level contacts at Fortune 1000 companies.

They were in need of new clients to fuel future growth but lacked the bandwidth to recruit, hire and manage an inside sales team.

The Extended Presence Solution:

We hired, implemented and managed an experienced team of representatives to conduct outbound cold calls, on behalf of our client.

Additionally, Extended Presence developed and executed the call strategy, positioning and target market list used during the entire sales campaign.

The Extended Presence team conducted consultative sales calls to target marketing executives at Fortune 1000 companies, in order to develop new business opportunities for client's internal sales team.

Complicated sales require a consultative, skilled approach. Extended Presence not only delivered results, but was able to produce a Return on Investment greater than 8 times the client's initial investment, in less than 2 short months.

Extended Presence Benefits:

The opportunities generated by our Lead Generation Services represented a significant portion of the client's overall active pipeline that led to several brand new sales with Fortune 1000 clients.



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