



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

Fortune 500 CIO/VP Interviews

45 Minute One-on-One IT interviews with F500 CIOs and VPs of Technology

The Challenge:

A leading Fortune 500 Technology Company merged with another large well known technology company. The merger itself had complications that affected the future of their combined products around the world. In an effort to understand how this massive merger would affect the market place, our client required real world input and feedback from Fortune 500 Technology Executives.

In an effort to better understand the changing technology needs of top U.S. Fortune 500 companies, our client was conducting strategic high-level discussion regarding the initiatives and issues facing each company in the future - business influences (M&A, rapid growth, cost-containment, consolidation), SLA's, infrastructure standards, budgetary issues, compliance & regulatory demands, operational planning, and delivery of large IT projects.

From the very beginning, the massive project had its challenges. After a two month failed attempt of conducting the project on their own, Extended Presence was assigned the task of securing all the

required CIO and VP level strategic interviews, as well as uncovering additional C-level contacts to target

The Extended Presence Solution:

Working with our Client to establish strategy parameters, Extended Presence then assembled an experienced high-level inside sales team dedicated to conducting **C-Level outbound cold calls**, in order to secure 45 minute one-on-one interviews with targeted Fortune 500 CIOs and VPs of Technology. Each sales representative was trained and managed exclusively by Extended Presence.

Extended Presence developed the strategy and messaging used by our Inside Sales Team, to bypass gatekeepers, conducted consultative sales calls and ultimately set up over 250 personal interviews, all with in a 5 month time span.

Extended Presence Benefits:

Complicated sales require a consultative, skilled approach. Extended Presence not only exceeded the client's expectations, but took a failing project and turned it into a major success.



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