

C-Level Connections Announces Availability of New Pre-Sales Launch and Sales Meeting Effectiveness Services

Austin, Texas, 9 October, 2014 — C-Level Connections today announced the availability of two new service offerings, the Pre-Sales Launch Program and the Sales Meeting Effectiveness Program. These solutions were developed to compliment C-Level’s B2B appointment setting services and to serve sales teams and management in their business development and sales pipeline growth efforts, without hiring and training additional sales personnel.

The Pre-Sales Launch Program provides insight into an organization’s go-to-market profile when launching or expanding sales initiatives of a new or existing service or product offering to a new or existing market or distribution network. The service delivers an assessment of the effectiveness of the organization’s sales messaging and lead lists, as well as the accuracy of targeted decision maker’s titles, all with the end goal of setting qualified appointments for the organization’s sales team.

The Sales Meeting Effectiveness Program enables an organization’s sales and management teams to learn valuable information about the disposition of sales meetings and helps identify reasons that may be affecting the outcome of the meetings such as sales personnel, product/services benefits, competitors, and the sales presentation or demonstration. The service serves as a catalyst to help identify and remedy possible issues, thus enabling the sales team to continue the sales process with the prospect when they otherwise may have been dropped from consideration.

“Many of our clients are benefitting from our solutions by accelerating their sales pipelines, augmenting sales resources, and making their sales and marketing teams more efficient,” said C-Level Connections President, Bonnie Rodden. “A recent C-Level client had identified their target audience as the fastest growing companies on the Inc. 5000 list. Two days into their Pre-Sales Launch project, C-Level very quickly recognized that 80% of companies on this list had revenue less than \$50M. C-Level went to work creating a targeted lead list that was consistent with the

client's targeted revenue requirements, resulting in 6 qualified meetings scheduled in just 3 days."

C-Level Connections was started as a result of Ms. Rodden Gomes' experience in sales management and business development. After working for over 20 years in various organizations implementing and building highly successful inside sales, business development, channel, and direct sales teams, she realized her proven sales programs could be implemented in other organizations to cost effectively help build and fortify their sales efforts.

C-Level Connections now provides B2B lead generation, appointment setting, and sales pipeline analysis services, including Appointment Setting, Pre-Sales Launch, and Sales Meeting Effectiveness programs that guarantee sales professionals will meet with qualified decision makers and management teams will receive valuable sales pipeline information. C-Level clients include all sizes of organizations in many industries including software, high-tech, marketing, medical technology, legal technology, and oil & gas. For more information about C-Level Connections go to www.c-levelconnections.com or call 512-377-1543.