



One of the nation's largest service providers renews an outsourced appointment setting engagement with eCoast Sales Solutions

eCoast is a provider of [outsourced sales and marketing solutions](#) to the technology manufacturers, channel partners, service providers and distributors across North America. The new engagement is focused on setting several hundred appointments over the second half of 2008 targeting specific market segments for their sales team.

"eCoast was awarded this contract because of our ability to provide highly qualified, [guaranteed appointments](#). Our goal with every client is to ensure their satisfaction and exceed expectations. These appointments have resulted in one-on-one meetings with key decision makers, increasing sales and awareness for this client. eCoast understands our clients' investments in large scale demand programs and the need to deliver ROI within short timeframes. eCoast customizes each program to align our processes with our clients' requirements and build in a closed-loop process to track deals throughout the sales cycle", said Bill Gibney, eCoast's CEO.

Client Feedback: "eCoast has been a great partner during this first pilot program. The expectations set during the planning sessions have been met or exceeded. The team is professional and eager to learn more about (our company) in order to generate more, well-qualified leads. eCoast has provided an excellent level of service, not only in their responsiveness but also their input into making the program stronger. One of the most stress-free launches to a pilot program I've ever been involved with!"

In addition to delivering highly qualified appointment opportunities, eCoast will continue to provide several additional valuable services:

- Market intelligence to make informed business decisions on where to invest their marketing funds.
- Customized lead delivery process ensuring the sales teams receive appointment details in real-time.
- Customized incentive management programs to drive additional net new revenue.
- Frequently updated profile data to ensure their direct mail and e-mail collateral reach the correct prospects.

About eCoast Sales Solutions

eCoast is an [outsourced sales and channel marketing](#) vendor focused on creating and executing customized programs that result in a measurable ROI for their high technology industry clients. Over the past 8 years eCoast has grown to over 150 full-time employees all based in Rochester, NH. eCoast has developed specializations and achieved vendor certifications in the following technology areas: IP Communications, Network Security, Mobility, RFID, Video Conferencing, managed services, virtualization, and Storage solutions.

For more information visit www.ecoastsales.com