



eCoast Sales Solutions Announces New Pay-for-Performance Appointment Setting Package to Suite of Outsourced Sales Services

Rochester, NH - eCoast Sales Solutions, a leading provider of outsourced marketing and sales solutions to the technology industry in North America announced the addition of Appointment Setting Services to their services offerings.

eCoast has designed and successfully implemented specific appointment setting packages for technology companies to easily implement directly or distribute to their channel partners.

Our clients range from small resellers to large public technology companies however they have limited bandwidth. This model eliminates the need for the client to play phone tag with the prospect to schedule a meeting. eCoast's core business is demand generation and cold calling while our client's skill sets are geared to providing technical solutions to business problems. Having qualified appointments set for them allow our clients to focus on their core business and engage in opportunities they would otherwise missed.

In the pay-for-performance model the client only pays for face-to-face appointments attended. To ensure appointments are attended eCoast fully qualifies the opportunity identifying budget, decision making process, and most importantly pain points.

eCoast designed this service to meet the needs of VARS and Manufacturers looking to scale their sales team and drive net new pipeline and closed business in SMB and Mid-Market.

One of the main challenges with lead generation campaigns is taking the lead to an appointment level. Many times a lead that has real potential to be a real pipeline opportunity fails through the cracks. Further, a lead may take up to 5 call attempts to re-engage as everyone is busy.

Today eCoast generates appointments for the following solutions: IP Communications, Professional Services, IT Security, Networking, Managed Services, Wireless, and Storage Solutions.

About eCoast Sales Solutions

Formed by a group of networking industry veterans in 2000, eCoast a highly specialized sales and marketing services vendor focused on providing customized solutions that directly impact their technology client's bottom line. eCoast has successfully executed channel focused engagements for leading US Technology companies such as Cisco Systems, HP, Nortel, and Tandberg. eCoast's service offerings have evolved from a lead generation company to a best practices channel-focused agency with a full-suite of services from program management, co-branding, scalable demand generation to partner enablement.

For more information please visit www.ecoastsales.com

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