



## **eCoast Sales Solutions Adds “Channel Call Blitz Day” to its Suite of Outsourced Sales Services and Partner Enablement Offerings**

eCoast Sales Solutions, a leading provider of outsourced marketing and sales solutions to the technology industry announced a new partner enablement offering called “Channel Call Blitz Day.”

Technology vendors are looking for a low-cost, scalable model to generate net new SMB sales leads in their Channel Partner’s pipeline. In many cases they provide marketing development funds for these VARs to generate net new business in these new markets.

The new “Call Blitz Day” package from eCoast allows vendors to scale their marketing dollars across a wider range of partners needed to penetrate the SMB marketplace.

The primary difference between a call blitz and outsourced demand generation is the VAR’s sales team actually conducts the cold calling/prospecting. Call blitzes are typically executed on one specific day while prospect follow-up occurs post call blitz.

eCoast coordinates everything leading up to the “Call Blitz Day” including prospect list rental, co-branded direct mail, call blitz CRM portal, telemarketing scripts, incentives, and appointment setting training. For larger organizations such as Service Providers, eCoast sends an on-site trainer to provide full support, coordination, and training.

In addition to generating new business the call blitz model serves as a “partner enablement” exercise as the vendor’s Channel Account Manager provides extensive hands-on solutions and sales training the day of the call blitz. Call blitzes take the philosophy that if you teach a man to fish vs. catching the fish for them you will benefit in the long-term.

eCoast has conducted several hundred call blitzes for technology channel partners in the SMB marketplace. To learn more about eCoast’s Channel Call Blitz Package visit <http://www.ecoastsales.com/channel/blitz.cfm>.

### **About eCoast Sales Solutions**

Formed by a group of networking industry veterans in 2000, eCoast is a highly specialized outsourced sales and marketing services vendor focused on delivering solutions that directly impact their technology client’s bottom line with measurable marketing programs. eCoast has successfully executed channel focused engagements for leading US Technology companies such as Cisco Systems, HP, IBM, 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 website design, co-branded marketing, and appointment setting to partner marketing enablement.

For more information please visit <http://www.ecoastsales.com>.

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