



## **eCoast Sales Solutions Successfully Launches Appointment Setting Campaign for Channel Sales**

Rochester, New Hampshire, January 23, 2008 – In April of 2007 eCoast, an outsourced sales development and channel marketing agency officially launched their new appointment setting service. Since April, eCoast has executed over 100 appointment setting campaigns and generated over 2,600 appointments for technology manufacturers and channel partners.

The appointment setting program was created based upon client feedback to move beyond a standard lead generation model and evolve to a qualified appointment model. “We are confident in our ability to deliver and have created a “share the risk” model that fosters win/win relationship with our clients. Instead of the traditional lead generation campaign where you receive qualified leads, the appointment setting campaign provides guaranteed appointments. If the appointment cancels, we replace that appointment. We are truly partnering with our clients to ensure they get face-to-face time with their prospects.” says Will Gibney VP of Sales & Marketing.

A traditional lead may take the client up to 7 call attempts to re-contact. Many times a lead that has the potential to be actual pipeline revenue falls through the cracks due to the level of difficulty in re-engaging the prospect. The appointment setting service model eliminates the step of having to call the prospect again to schedule the appointment.

Within this model, the eCoast calling agents contact the prospect, probe for budget, and obtain information regarding the decision making process. Most importantly, they identify business drivers and set the appointment for a specific date and time.

For more information, please visit eCoast’s [Appointment Setting Services](#). Listen to a mock appointment setting calling focused on managed services. To listen to the [appointment setting call](#).

### **About eCoast Sales Solutions**

eCoast is an outsourced sales and channel marketing company focused on creating and executing customized programs that result in a measurable ROI for their high technology clients. eCoast’s service offerings have evolved from technology lead generation to a channel sales-focused marketing agency with a full suite of services from creative marketing, partner communication, program management, co-branding, scalable demand creation to partner enablement. eCoast supports a diverse client base within the technology industry including manufacturers, service providers, distributors, and channel partners across North America. eCoast has developed specializations and achieved vendor certifications in the following technology areas; IP Communications; Network Security; Mobility; RFID; Video Conferencing; and Storage solutions.

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