



# Covente Strategic Pipeline Solutions<sup>SM</sup>

## Generating the leads that will **stimulate** your sales.

Covente's teleprospecting skills enable us to engage C-level decision makers to determine:

- **Budget**
- **Authority**
- **Need**
- **Timeframe**

Get the most from your marketing budget and deliver highly qualified opportunities to your sales team with Covente.

### **Real leads. Real revenue.**

We build strong sales pipelines with real leads so our clients can consistently meet their revenue goals. Since 1993, B2B high-tech companies have been relying on Covente's unique combination of prospecting skills, lead generation expertise and technology experience to boost their sales success.

### **Results-driven.**

Covente provides a full range of resources from highly-skilled teleprospecting to telemarketing to data validation teams. Our results-driven model utilizes the right blend of our resources and the execution approach that will maximize the results for each of our clients.



### Unique Differentiators

- 100% focus on B2B high-tech
- High-end prospecting skills
- Results-driven execution model
- Multi-language capabilities
- Proven Client Engagement Process (CEP)

### Key Capabilities

- Validated List Development
- Teleprospecting
- Telesearch
- Event Support
- Telemarketing
- Strategic Account Profiles
- Lead Nurturing

### Engage Covente to...

- Generate qualified sales-ready leads
- Drive event attendance
- Follow-up on direct mail campaigns
- Cleanse your marketing lists
- Update prospect or customer contacts database
- Execute overflow from your inside sales group
- Nurture longer-term opportunities



# A full range of services to address our clients' sales pipeline needs...

## Target Market Services



Provide up-to-date, accurate data on the companies and contacts in your target market.

### Validated List Development

- Leverage Covente's Prospect Universe to assess and size your target market.
- Call to acquire missing data; companies, contacts, titles, phone # and emails; purge invalid data.
- Optimize teleprospecting productivity.
- Maximize target audience coverage—both prospects and customers.
- Improve results across all your marketing programs.

### Teleresearch

- Survey companies to get specific account information not available from list brokers.
- Gain real field feedback on industry topics and business needs.
- Segment your target market.
- Eliminate out-of-market companies.
- Identify your best targets and prioritize follow-up activities.

### Strategic Account Profiles

- Create a comprehensive roadmap for “named” accounts.
- Provide organizational overview with contact roles and responsibilities.
- Profile decision makers, locations, installed technologies, etc.
- Update key contact information.
- Provide recommendations and prioritization for account follow-up.
- Improve account penetration, up-sell and cross-sell opportunities.

## Prospect Acquisition Services



Produce highly-qualified sales opportunities and get your foot in the door.

### Teleprospecting

- Achieve deep-account qualification needed for complex sales.
- Navigate an account to qualify C-level and line of business decision makers.
- Conduct in-depth discussions to uncover business pains and buying intentions.
- Deliver Budget, Authority, Need and Timeframe (BANT) information.
- Accurately grade sales leads.

### Telemarketing

- Cost-effectively achieve broad target-market coverage.
- First-level qualification to prioritize prospecting or sales activities.
- Access key information to narrow your market focus.

### Event Support

- Work from up-to-date, validated lists to increase promotion effectiveness.
- Increase registration with outbound calling to gather registrations.
- Maximize attendance with reminder calls and emails.

### E-Marketing

- Integrate email marketing with outbound calling campaigns.
- Track email delivery and responses.
- Prioritize prospecting calls to improve campaign lead rates.

## Pipeline Management Services



Nurture and follow up on longer-term prospects to maintain a strong sales pipeline and capitalize on its revenue potential.

### Lead Nurturing

- Keep longer-term opportunities cultivated with a multi-touch approach.
- Integrate email, direct mail and outbound teleprospecting.
- Develop sales-ready opportunities for your sales reps.
- Gain an advantaged position in an account with early access.

### Pipeline Audits

- Re-qualify longer-term sales opportunities.
- Identify real leads and eliminate non-leads from pipeline.
- Reassess pipeline for sales territory and management changes.
- Reduce missed opportunities.
- Maximize the return on your lead generation investments.
- Improve forecasting and pipeline reporting accuracy.

### Sales Engagement Workshops

- Improve your lead management process with a customized workshop.
- Ensure your sales reps use best practices in lead follow-up.
- Learn tips and techniques for reaching decision makers.
- Leverage Covente leads to gain an advantaged position in an account.

## Success Is In The Numbers!

Covente has helped build strong sales pipelines for more than 200 high-tech companies, adding more than \$6 billion to their pipelines. The success we have generated for clients such as BT Infonet, Capgemini, IBM, SAP and Timogen is the best testament to the value Covente delivers.

To learn more about our Strategic Pipeline Solutions and proven methodology, contact us today at 800-416-8710 or visit us at [www.covente.com](http://www.covente.com).



[www.covente.com](http://www.covente.com)  
800-416-8710  
[sales@covente.com](mailto:sales@covente.com)