

## COMPANY OVERVIEW

### PARTNERING TO DRIVE DEMAND.

#### ABOUT PIPELINE:

Founded in 2005, Pipeline is a full service sales and marketing agency focused on generating pipeline for business-to-business technology clients. Leveraging call center, creative services and event management, Pipeline integrates an array of marketing programs that maximize lead response and conversion rates. Taking advantage of leading CRM solutions, Pipeline works with clients to ensure that prospects are tracked through the entire lead life cycle.

#### THE SALES QUANDARY

The quandary is the same for most companies—how to maximize marketing efforts to provide value to the Sales organization, which is incented to chase immediate revenue. The simple answer is to qualify all leads from campaigns and provide Sales only marketing-qualified opportunities. The problem is most leads are left with no owner. Sales is motivated to follow immediate opportunities and Marketing is incented by net new leads—no one is incented to nurture.

#### CHERRY PICKING

While marketing activities uncover “low hanging fruit,” the larger number of opportunities lie with leads where a decision maker and problem are identified, but maybe not a specific initiative. With proper nurturing, relationships are built and projects are defined—a far more enviable position than being the last vendor in an RFP process where the parameters have been defined by your competition.

#### NO LEAD LEFT BEHIND

Pipeline partners with technology companies to maximize lead generation, qualification and conversion. The result is high-cost Field Sales is not burdened with time consuming tele-prospecting and Marketing recognizes higher returns from campaigns. Outsourcing demand generation and the management of leads allows both Marketing and Sales to focus on their core strengths, increasing efficiency and decreasing cost.

**EMAIL SALES@PIPELINENOW.COM TO BUILD PIPELINE NOW!**

