



Pinpoint Associates: EMEA Based Marketing Company Offers a New Winning Formula for B2B Outbound Marketing

Pinpoint Associates, an international outbound 'Senior Sales Alignment' company offers a new winning formula for B2B outbound marketing. The initiative is set to really maximize sales for EMEA based technology companies.

London, United Kingdom, October 01, 2008 --(PR.com)-- Pinpoint Associates, an international outbound "senior sales alignment" company have introduced a new senior alignment strategy that has created a new face to outbound marketing. Pinpoint provides 'global senior alignment' professional services -a term that reflects the quality of service they provide which is about aligning companies with companies and executives with executives.

Pinpoint is already maximizing sales opportunities for EMEA based software companies, and expects to see continued growth with it's European client base over the next few months. Pinpoint carries out multilingual outbound sales primarily on behalf of high tech companies "They are taking on new multinational blue chip accounts almost weekly and literally making hundreds of qualified appointments with C level contacts every month. In all respects Pinpoint is bucking the trend and through the services they provide they are in turn helping their clients buck the trend by reducing their clients cost of sale, expanding their international customer base and driving up revenue by establishing productive executive relationships" explained Paul Fennemore from Business Zone, a UK based business management consultancy company.

"The global senior alignment strategy is one part of their winning formula. he continued" - They also work to a low cost base strategy by using technology to the full, employ highly skilled and motivated sales professionals and keep them at the top of their game by an ongoing training development programmes provided by BusinessZone.

More to the point, Pinpoint does not view 'Best Practices' as a hollow corporate mantra, but have this principle deeply ingrained in their DNA. "By employing seasoned and experienced sales and marketing professionals, we are able to propel our clients into very senior discussions across all business lines. Pinpoint understands the complexities of high value selling - and how to engage with senior IT and business professionals" explained Graham Fell, Pinpoint's EMEA Managing Director

Because of their amazing performance, the majority of Pinpoints clients come from referrals. There is no better testimony to the performance of a business. Pinpoint Associates operates in EMEA, has its main operation in the UK, with operations in France, Spain and Middle East.

For more information go to www.pinpoint-consult.com

###



Contact Information:

Pinpoint Associates Ltd
Graham Fell - EMEA Managing Director
+ 44(0)208 296 1873
admin@pinpoint-consult.com
www.pinpoint-consult.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/108650>

News Image:

