

PRESS RELEASE

March 20, 2009

Technology companies focus on public sector in difficult times

Many technology companies are increasingly looking to the resilient public sector to drive sales in the current economic climate according to technology demand management specialist, X-Sellerant.

Commenting on this trend, Stuart Tandy, Commercial Director said: "With the credit crunch having an impact right across the corporate world, technology companies are realising that the public sector is perhaps the most viable sector in which to focus their sales efforts in these difficult times."

But that's where the problem starts for many technology companies that have, historically, focused on the corporate sector. Tandy continued: "Recognising that budgets are a little more resilient across the public sector, technology companies wish to replicate their success in the corporate market but many are lacking public sector market intelligence." That's where X-Sellerant can help.

"As a niche specialist, X-Sellerant is uniquely placed to help these technology companies. Our pipeline generation service expertly identifies demand for a product or service within an agreed public sector target audience and then delivers suitable, qualified appointments for the client's sales team to pursue, nurture and close, on a pay for performance model.

We operate as an integral part of the client's sales & marketing team rather than an outsourced telemarketing company, with a focus on generating firm, quality appointments that meet the client's specific criteria with key decision makers."

Technology changes rapidly so many technology companies typically have short windows of opportunity or are competing in early-stage technology markets and as such need to maximise revenues before products or services become obsolete or competitors gain a foot-hold in the market. In many cases this can lead to a company's in-house telemarketing team seeking out only hot leads rather than nurturing relationships. And with sales directors under more pressure than ever from shareholders to grow their business efficiently and effectively, X-Sellerant understands that their clients want to get the biggest bang for their lead generation buck.

"People are becoming more and more frustrated spending their lead generation budget on 'per day' telemarketing campaigns conducted by agencies with little or no understanding of the industry and their unique value proposition. It's all about quantifying a return on their investment. When clients work with us, they know that our people are experienced across the IT discipline and can engage in meaningful conversation with key buyers and decision makers. And they only pay for fulfilled appointments, no up-front fees, no retainers, nothing!"

- END -

About X-Sellerant

X-Sellerant was formed because of the recognised frustrations of many high-technology companies in delivering a return on investment for their lead generation budget and a lack of understanding of doing business with the public sector compared with the corporate marketplace.

They offer clients all the benefits of an internally delivered telemarketing campaign, with the additional flexibility and knowledge that comes from engaging an experienced, focused, specialist agency.

Specialising in Identity & Access Management, Content Filtering, United Threat Management, Encryption, Network Security, Enterprise Systems Management, Business Service Management and Storage, **X-Sellerant** helps technology companies generate new business opportunities across the Public Sector, delivering End User and Channel Partner appointments using a pay for performance model.

To find out more visit www.x-sellerant.com

Contact: Stuart Tandy, Commercial Director
 X-Sellerant, Sunrise House, Hulley Road, Macclesfield, Cheshire, SK10 2LP
Telephone: +44(0)1625 626212
Email: stuart.tandy@x-sellerant.com