

Building a U.S. Sales Pipeline: Webinar Provides Advice for Technology Companies Expanding to the U.S.

Boston, Mass. – March 30, 2011—[Launch in US Alliance](#), a comprehensive network of international business, marketing and technology experts that provide advisory services for technology companies considering expansion into the U.S. market, will hold an April 13 Webinar on a critical element of their market entry: quickly establishing a pipeline of potential new customers.

This free event, [“Building a Sales Pipeline for Your U.S. Expansion,”](#) will outline best practices to find and reach those customers. The event will be led by Bob Good of Good Leads, a leader in B2B lead generation, technology sales leads, telemarketing and business development services. Good has more than 25 years experience in leading sales and marketing organizations, including several Fortune 500 companies and venture-funded emerging-growth firms.

In this exclusive event, Good will share advice on:

- Selling models: channel versus direct;
- How to create a lead funnel to determine how many leads you’ll need to fill the pipeline and make your number;
- How to craft definitions for lead success;
- Shortcuts that will help you quickly identify and connect with leads;
- Techniques for accelerating sales cycles

To register for the Webinar or to receive further information, visit http://launchinus.com/sales_pipeline_webinar/.

WHAT: A free Webinar, “Building A Sales Pipeline for Your U.S. Expansion.”

WHO: For international technology executives seeking insights for creating sales operations, sales pipelines and lead-generation programs in the United States, presented by Launch in US Alliance, featuring Bob Good of Good Leads.

WHEN: Wednesday, April 13, 2011; 9 a.m. (EDT U.S)/15:00 (Central European Time).

WHERE: Visit http://launchinus.com/sales_pipeline_webinar/ for more information. Register to attend at: <https://www1.gotomeeting.com/register/501556088>.

About Launch in US Alliance

The U.S. market offers tremendous opportunities for technology companies – but it is a complex place to do business. [Launch in US Alliance](#) was formed to help funded technology companies successfully expand into the U.S. by providing a ready-made support network that can help them through the process quickly, thus accelerating their time-to-market and improving their chance for success. Alliance members and partners have vast experience helping technology companies establish U.S. operations, and offer all the core services required in one place – including market assessments, sales & marketing, tax & financial, legal, real estate and human resources. The Alliance’s offices are located at 2000 Commonwealth Avenue, Suite 300, Newton, MA 02466. The phone number is +1 617-244-2300. Learn more at www.launchinus.com.

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