

### **Event recruitment**

cold closers maintains a closed loop event recruitment process which manages the event attendee/ prospect throughout interest development, recruitment, attendance, and follow-up. Organizations benefit from this comprehensive approach which allows for high level prospect interaction far into the sales cycle and beyond.

- Identify, recruit, and register event prospects
- Follow-up, develop, and qualify “next step action” event attendees
- Post event survey/ analysis

### **Market intelligence gathering**

cold closers provides real-time market intelligence gathering services to uncover valuable information regarding buying habits and cycles, budgeting, key contacts within an organization, competition, regulatory compliance, or any valuable data that can mean the difference between winning or losing the business.

- Blind surveying (unbiased and non-intrusive without divulging partner organization)
- Target market valuation (assess value of specified target markets)
- New product development analysis (beta testing, pricing, market sensitivity, etc.,)

For details and to schedule a complimentary assessment please call Sales at **866 945 9449 x200** or find us on the web at [www.coldclosers.com](http://www.coldclosers.com)