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## **NEW FULL-SERVICE SALES LEAD GENERATION GOES SOCIAL**

*EU company brings successful process to the US sales market*

[SEPTEMBER 4, 2009 - Charlotte, North Carolina] - The Global Executive Network, recognized in Europe, Asia and Latin America for the management of successful executive sales promotion events, brings its unique blend of lead generation and consultative sales introductions to the United States with the opening of U.S. sales offices and the appointment of Robbi Ott, former Global Events Manager for Accenture (NYSE: ACN), as Managing Director of U.S. operations.

Offering full-service lead generation and events management, The Global Executive Network programs facilitate the direct contact with executive prospects for sales organizations conducting complex, consultative sales, through private, invitation-only professional meetings and social activities targeting decision makers and centers-of-influence, with relevant educational content and executive-level social networking opportunities.

"Proven in other countries, with more than 500 events managed every year and more than 8,500 executives attending, The Global Executive Network's model will fill a company's sales pipeline with extremely well-qualified prospects," said Ott, "at a tremendous savings in time and labor costs, providing invaluable insights from informal face-to-face contact with executives who have been difficult to reach."

Identifying and bringing those prospects to the table has historically been a laborious task, and traditional cold-calling and lead-generation programs often fall short of properly qualifying such contacts. In the sales process, this leads to additional loss of valuable sales time and opportunity-costs that can severely impact both cost-of-sales and potential revenue for a company.

"We are very pleased to see the adoption of our methods by U.S. sales forces who have historically been world leaders in the less formal approach to their business interactions," said Martin Hegi, Managing Director of The Global Executive Network headquartered in Lagos, Portugal. "We have taken the approach to the next level and developed a nuanced implementation with respect to each country's cultural and business customs."

Countries serviced by The Global Executive Network include Australia, Austria, Belgium, Brazil, Canada, Czech Republic, Denmark, Finland, France, Germany, Hong Kong, Hungary, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Shanghai, Singapore, South Africa, Spain,

Sweden, Switzerland, the United Arab Emirates, the United Kingdom and now, the USA.

The Global Executive Network's current global clients include Microsoft (NasdaqGS: MSFT), Oracle (NasdaqGS: ORCL), Adobe (NasdaqGS: ADBE), IBM (NYSE: IBM), and others, from the Fortune 500 to venture capital-backed start-up companies. Satisfied customers in other countries have extolled the virtues of this less-direct but more compelling approach to establishing the types of relationships upon which great sales are built. Their testimonials are available online at

[http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=main&con=customer/statements](http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=customer/statements)

The Global Executive Network programs have proven most beneficial to organizations conducting sales of complex, enterprise-level solutions that require a consultative approach, and an average three to six month sales lead time. As a full-service offering, The Global Executive Network manages the complete process from initial invitations and contacts with prospects, through the hosting of events and subsequent reporting of collected data from executive prospects to the sponsoring sales organizations' staff.

Sales meetings are held exclusively at 5-star rated venues in sales target market cities of the sponsoring company's choice, and may also be scheduled concurrently with major trade shows and industry conference sales initiatives. For the purposes of new product launches and announcements, guests may also include members of the media, government or other market centers-of-influence.

An optional executive transportation limousine service has proven to help ensure attendance of the most discriminating executive prospects. The Global Executive Network's Quality Control Professional Council ([http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=main&con=prof/council](http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council)) assures both the relevance of industry information presented as well as the overall excellence of the participants' experience.

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The Global Executive Network (G.E.N.), headquartered in Lagos, Portugal, under the name Zona de Temas , LDA., is an organizer of events covering current trends and solutions for management-related, industry-focused topics of interest to purchasing managers. The company has achieved an excellent reputation in the global marketplace as a leading event planning and sales lead generation company. More information is available online at <http://www.theglobalexecutivenetwork.com>.