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Bulldog Solutions a Finalist for 2009 Stevie® Award for Program to Reach Marketing Decision Makers

AUSTIN, TX, January 14, 2010--[Demand-generation agency](#) Bulldog Solutions has been selected as a finalist in the Sales Achievement Category of the fourth annual Stevie Awards for Sales & Customer Service.

Bulldog is being recognized for development of the [Executive Benchmark Assessment](#) (EBA), an online survey and custom reporting tool that offers participants insight into how their activities measure up to best practices recommended by the experts in the industry, as well as to the activities of their peers.

The awards are presented by the Stevie® Awards, which organizes several of the world's leading business awards shows including the prestigious American Business Awards. More than 500 entries from organizations of all sizes and in virtually every industry were submitted to this year's competition. There are 27 categories for customer service professionals and 41 categories for sales professionals.

A High-Value Engagement for Marketing Decision Makers

The EBA, produced in partnership with global growth consulting firm Frost & Sullivan, is designed to attract and engage marketing decision-makers. Participants answer a series of questions about their demand-generation activities, and in return receive a customized report indicating their strong and weak spots relative to best-practices benchmarks.

"The Executive Benchmark Assessment works because it offers a high-value report to participants in exchange for insight into their challenges," said Rob Solomon, CEO and founder of Bulldog Solutions. "Having access to industry benchmark information is so critical to making smart decisions about where to focus marketing resources."

In the first five months using the Executive Benchmark Assessment as an engagement tool, Bulldog's sales team found that 68% of those who completed the assessment agreed to take a meeting with a Bulldog Solutions business development executive. By comparison, the number of such meetings resulting directly from a standard campaign driven by a Webinar with no additional nurturing is less than 10%. Of those meetings driven by the Executive Benchmark Assessment, 14% turned into opportunities.

"We are pleased to learn that our strategic partner is being recognized for this prestigious award," noted Bill Archer, VP, Global Marketing and Chief Marketing Strategist for Frost & Sullivan. "Bulldog Solutions continues to enhance our ability to combine turnkey, leading-



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edge strategy and program execution with research data and dashboards for effective ROI analysis and enhanced program effectiveness.”

Finalists were chosen by business professionals worldwide during preliminary judging. Members of the Awards' Board of Distinguished Judges & Advisors will select Stevie Award winners from among the Finalists during final judging, to take place January 25-February 3, 2010. The Stevie Award winners will be announced February 22, 2010, in Miami Beach.

About Bulldog Solutions, Inc.

Bulldog Solutions is an online marketing agency that changes the way BtoB companies define demand generation strategy, engage prospects and convert leads to customers. We power demand generation and demand management programs for many of the best business brands in the world. Industry leaders have recognized our unique process and technologies as best-in-breed at turning a higher proportion of prospects into sales and improving the return on marketing investment.

We have been named to the *Inc.* 500 list of fastest-growing private companies in the U.S., the *Austin Business Journal's* Fast 50 List of fast-growing companies in Central Texas, and the list of the best companies to work for in Texas in a survey sponsored by the Texas Association of Business (TAB), the Texas State Council of the Society for Human Resource Management (TSC-SHRM) and Best Companies Group. We're headquartered in Austin, Texas. www.bulldogsolutions.com/about

View a list of our clients: www.bulldogsolutions.com/clients

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and The Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

Sponsors of the 4th annual Stevie Awards for Sales & Customer Service include official publications Sales & Marketing Management (SMM) and Training magazines, as well as the Sales Association, SalesLabs, and ValueSelling Associates.

Keywords: Executive Benchmark Assessment, demand generation, Stevie Awards

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