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Bulldog Solutions Wins 2010 Stevie® Award for Executive Benchmark Assessment

AUSTIN, TX, February 23, 2010—[Demand-generation company](#) Bulldog Solutions has been selected as the winner in the Sales Achievement Category of the fourth annual Stevie Awards for Sales & Customer Service.

Bulldog was 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 industry experts. The EBA was produced in partnership with global growth consulting firm [Frost & Sullivan](#).



The awards were presented February 22 in Miami 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.

A Successful Conversation Driver

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.

Participants in the EBA answer a series of questions about their demand-generation activities, and in return, receive a customized report indicating their strong and weak points relative to best-practices benchmarks. The tool focuses on four key areas: Strategy, Content Depth, Database Strength and Marketing Automation Implementation.

"The Executive Benchmark Assessment offers high value to C-level and top marketing executives in the form of benchmark data and best-practices recommendations for their organizations," said Johnny Anderson, VP, Sales for Bulldog Solutions, who accepted the award on behalf of the company. "The exchange of information, in turn, drives a thoughtful conversation that addresses critical marketing pain points and offers proven solutions."

About Bulldog Solutions, Inc.

Bulldog Solutions is a demand acceleration company that changes the way BtoB organizations define demand generation strategy, engage prospects and convert leads to



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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 in 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

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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.

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