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New Assessment Tool Engages Elusive BtoB Decision Makers

AUSTIN, TX—July 23, 2009—Demand generation agency Bulldog Solutions and global consulting firm Frost & Sullivan are helping marketers break through to elusive BtoB decision makers with the Executive Benchmark Assessment, a high-value call to action built to engage C-level executives in productive sales conversations.

The Executive Benchmark Assessment (EBA) offers participants insight into how their activities measure up to best practices recommended by the experts in the industry, Frost & Sullivan. In exchange for the best practice gap analysis, participants share detailed information about their companies—information that fuels a meaningful sales engagement with the company offering the assessment.

“These are unprecedented times and we’re all looking for external and internal validation that we’re making the right choices and setting the right course,” said Naylor Gray, director of global marketing for Frost & Sullivan. “Benchmarking against best practices is one of the best indications of how you’re faring.”

“The Executive Benchmark Assessment offers that best practice benchmarking from experts in the field,” Gray said.

Reaching the C-Level

Reaching decision makers is a struggle for most BtoB marketers, noted Rob Solomon, CEO of Bulldog Solutions.

“In almost all of our thought leadership interactions with marketing and sales professionals, we’re asked for guidance on how to reach and engage with the person who makes the call about purchasing a service or product,” Solomon said.

“In the spirit of “eating our own dogfood,” or practicing what we preach, Bulldog and Frost & Sullivan have created an Executive Benchmark Assessment for our own demand generation activities. In the first month of use, we generated five times the number of marketing-qualified leads we’d typically see from demand generation campaigns.”

The Executive Benchmark Assessment is based on a 10-minute survey developed by Bulldog and Frost & Sullivan and customized for the company offering the assessment. The survey generates a custom report for the participant, ranking their activities and defining their relative level of sophistication, from “Struggler” to “High Flyer.” The offering company’s sales team can then follow up based on the key findings of the report.

“This benchmark assessment is a high-value “give/get” for the prospects we’re most interested in pursuing,” said Eric Loeffel, president of education software company CompassLearning, which has tasked Bulldog and Frost & Sullivan with developing its own EBA. “It takes the concept of leveraging



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thought leadership to a new level by offering actionable insight in exchange for information about our prospects' biggest pain points.”

To see a sample of the Executive Benchmark Assessment and learn more about the tool, contact info@bulldogsolutions.com.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's Growth Partnership Services and Growth Consulting services empower clients to create a growth-focused culture that generates, evaluates, and implements effective growth strategies. For nearly 50 years Frost & Sullivan has partnered with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. www.frost.com

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

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