



“Sales for Life is in the business of showing others how to engage prospects via social channels and digital techniques. INXPO’s Online Events platform is perfect for us. They understand and embraces digital engagement, enabling us to excel for our online event programs.”

- Jose Sánchez, VP Marketing, Sales for life

Who is Sales for Life

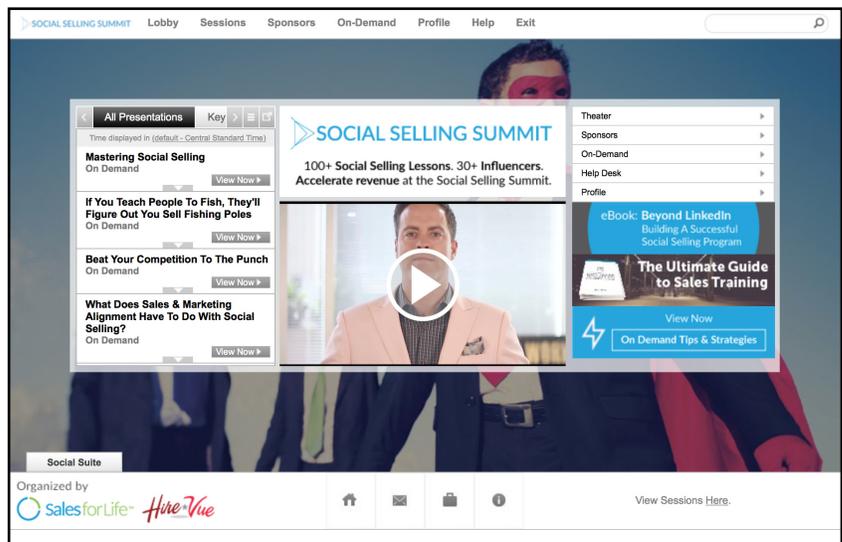
Sales for Life’s mission is to transform the way B2B companies worldwide interact with their buyers and drive growth. We help our customers transform their sales and marketing processes digitally with education and behavioural change solutions. Some of Sales for Life’s clients: SAS, Intel, Teradata, IBM, Oracle, Ca Technologies, TIBCO, and GE Capital. Sales for Life created the Social Selling Summit to grow, reach, and better engage with clients and prospects. Sales for Life chose INXPO’s online events platform for Marketing and Lead Generation since it aligned with Sales for Life’s main objective to give practical advice, strategic insights, and inspiration to sales professionals.

Goals

- › **Acquire** and engage 3,000 or more new leads to build pipeline
- › **Educate** and spark relevant conversations about Social Selling implementation and training among the wider sales and marketing community
- › **Maximize** content marketing value and extend content ‘shelf-life’ with on-demand access

Approach

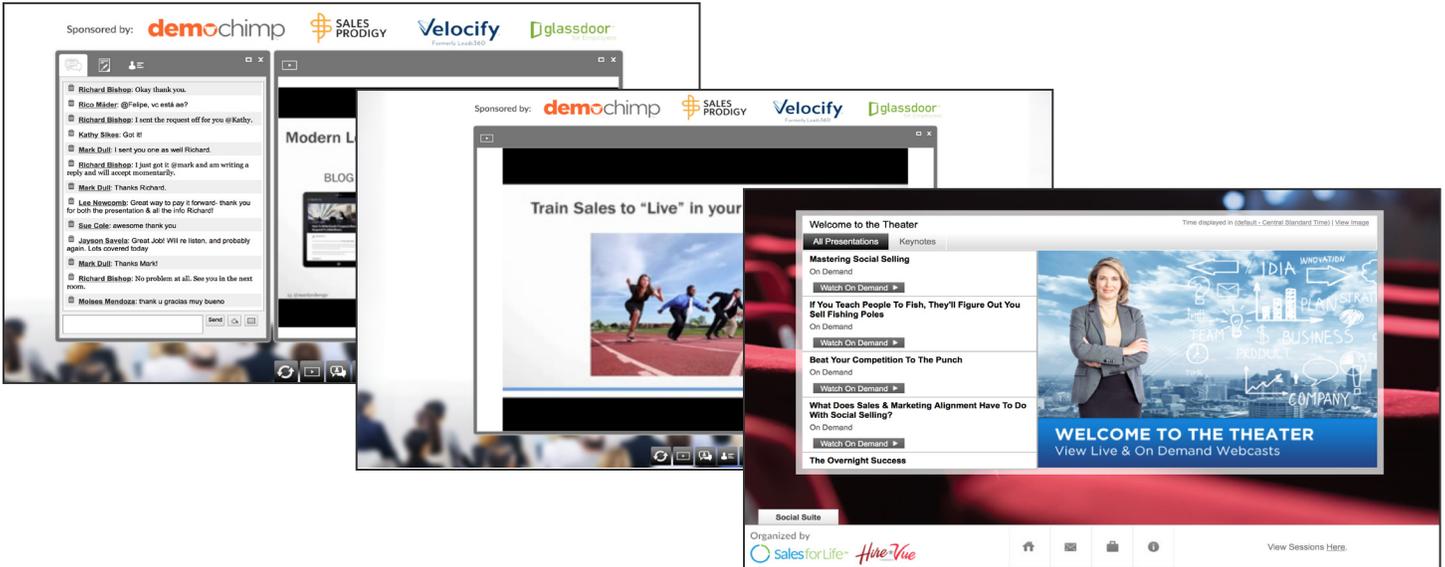
Sales for Life created a comprehensive thought leadership and prospecting program utilizing INXPO’s **Online Events** platform to reach, engage, educate, and drive interest in the company’s services. The INXPO platform enabled Sales for Life to put their own strategies into practice via easy to use social media integrations. Attendees used built in social widgets like Twitter to expand the event’s reach, sharing with their own professional networks.





“With INXPO, we were able to develop a branded and engaging online event experience, enable social sharing to extend our reach, and support our event sponsorship goals to ensure a sound ROI for the program.”

- Jose Sánchez, VP Marketing, Sales for life



Sales for Life delivered live and on demand interactive sessions including 20+ presentations that leveraged live chat to further engage their audience. Sales for Life partners participated as sponsors, highlighting the breadth of capabilities available. This also helped defray the cost of the program and increase ROI.

Results

With over 5,000 unique attendees, Sales for Life was able to reach and engage with a much larger audience than initially anticipated. This resulted in over 200 marketing qualified leads to date, helping to fuel their sales pipeline.



To learn more about INXPO's Business TV solution visit www.inxpo.com, email us at contactsales@inxpo.com, or call us at (312) 962-3708.

