



Passionate about Sales

Press Release

For immediate release

Luenendonk commence sales offensive for a new tool to reduce cost and complexity in IT

The marketing research and consulting firm, Luenendonk, continues to expand their sales in Europe by joining forces with Inline Sales, who are specialist in outsourcing sales.

Already since October 2005, Inline Sales have been appointed as exclusive selling partners of Luenendonk, responsible for selling their *On-line Database Competitive Profile*. The main objective is to generate leads, and field sales appointments, in order to present their services and products available to medium and large sized companies.

"Through the co-operation with Inline Sales, we're increasing the sales of our new *Tools Competitive Profiles*, a up to date on-line data base, for the IT-Consolidation", says Joerg Hossenfelder, Managing Director of Luenendonk. "The experiences they've had for many years in the IT market and their flexibility, makes Inline Sales the perfect choice".

Competitive Profiles supports organisations that adapt their own IT infrastructure to optimize, supplement, and expand. With the integrated configuration tools and other components of the *Competitive Profile* family, more than half a million pieces of



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information can be compiled, modelled and compared to SAN-systems, operating systems and data base software in real time.

Competitive Profile is an efficient, constantly updated, source of reference for prominent hardware, software and service solutions with comprehensive study of features, prices and performance data.

With detailed comparisons and reference reports, *Competitive Profile* supports intricate decision making and delivers fast results. *Herzstück* is an extensive on-line data base that contains product prices, specifications and warranty options.

Note to Editors:

Lünendonk, analyzes and advises companies in the Information technology, consulting and services industries throughout Europe. With its concept Kompetenz³ Lünendonk offers independent one-stop market research, market analysis and market consulting. Our business unit for market analyses is in charge of the renowned Lünendonk[®] Lists and studies that have served as reliable market indicators for more than 20 years, as well as the market survey program. Since 2003, Lünendonk also operates successfully from France and the UK.

Inline Sales looks at each client individually and provides them with solutions that fit their business requirements. Inline Sales is uniquely positioned to deliver expert strategies through proven processes and methodologies.

Their experience ranges across multiple markets including: Automotive, Banks, Insurance, FMCG, Oil & Gas, Leisure, IT, Public sector, Telecommunications, Pharmaceuticals, Service providers and the Media Industry, including radio, press



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and outdoor.

Inline Sales extensive background within each sector and its customers has helped them to cater their business practices to fast paced, high growth organisations.

With customers like EDS, Comperex, Samsung, Cofrutos, Bosch and Safeclean, and branches in the UK, Germany, Hong Kong, the USA and France, they really are a force to be reckoned with, ensuring they remain the largest supplier in their market.

They can supply a number of services from direct sales and lead generation to telemarketing, indirect sales and marketing and PR.

For more information call Sarah Bennett at Inline Sales on 0845 130 3528 or email her on s.bennett@inline-sales.com alternatively log onto the website at

www.inline-sales.com