



FOR IMMEDIATE RELEASE

David Helgerson signs on with Marshall Face2Face.

CRM pro now offering expanded lead generation and business development capabilities.

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Marshall Face2Face has announced the addition of David Helgerson to its assemblage of independent business development professionals. Based in Neenah, WI, Helgerson brings an advanced level of customer relationship management (CRM) expertise to this newest phase of his career.

“By starting out in the insurance industry, the importance of building relationships was ingrained early in my business psyche,” Helgerson says. “It was also an incredible opportunity to learn about a wide range of businesses and industries — knowledge I can now put to work for companies who need an added catalyst in the area of business development.”

Refined over nearly two decades through real-world application, the Marshall Market Penetration system provides an effective and affordable outsource alternative for generating leads and setting appointments. Helgerson joins the Marshall team of senior development consultants, serving clients who lack the time or resources to research prospects, develop relationships, and ultimately secure appointments with major decision makers.

“In my previous positions and ventures, a strongpoint has always been my ability to develop a customized program to meet the needs of each client.,” Helgerson explains. “This process needs to begin with painstaking research, and continue with impeccable followup. So when you get yourself in front of a real decision maker, you’re ready to make the most of it.”

“We’re very excited about the addition of David to the Marshall Face2Face family,” says Bob Marshall, the company’s CEO and founder. “He has that ideal combination of experience, forethought and followthrough that will be a tremendous advantage for his clients.”



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Marshall Face2Face is an affordable outsource partner — for lead generation and appointment securement — with the power to revolutionize an enterprise's business development strategy. Headquartered in Encino, CA, its field-proven system has been developed and refined through 15 years of highly successful real-world performance. Visit us online to learn more about how we can tailor a program to meet your needs.

