



# COMPANY OVERVIEW

## CONTACT INFORMATION

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### High-Impact-Prospecting, LLC

2500 Pond View, Suite 200  
Castleton-on-Hudson, New York, 12033

Offices in Silicon Valley and London, UK.

**Phone:** +1 518.512.0975  
**Email:** [sales@high-impact-prospecting.com](mailto:sales@high-impact-prospecting.com)  
**Website:** [www.high-impact-prospecting.com](http://www.high-impact-prospecting.com)



## ABOUT H-I-P

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As an agile, single-vendor and high-impact B2B demand generation service provider, some of H-I-P's key differentiators include our own email service platform and virtual call center, a 65+ million-strong B2B contact database, and a tight-knit team of deeply experienced professionals. Our diverse services include:

- Content Marketing
- 1:1 Lead Generation, Prospecting
- Trade Event ROI Enhancing
- Content Creation
- Branded eNewsletters
- B2B Social and Media Engagement
- B2B Contact Data and Data Services
- B2B Content Syndication
- Marketing Automation
- Digital Press, Direct Mail
- Marketing and Client Portals

We work with global brands such as **Google, IBM, SAP, Adobe, CenturyLink, TomTom and Salesforce.com**, emerging firms like Autotask, docStar, ZeroedIn Technologies and CAST as well as major content syndicators Netline, Integrate and others.

## CLIENT TESTIMONIALS

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"Bret is by far the most passionate leader of lead generation and prospecting that I have met. I was very impressed with H-I-P's ability to efficiently harness numerous disparate and emerging sources of information to harness their lead generating power."

- Whit Gaither, Vice President  
Enterprise Sales, InsideView  
Technologies, Inc. (business  
associate)

"Bret's proven analytical "by the numbers" prospecting methodology maximizes productivity and results when combined with his innovative and creative messaging approach. He has an amazing talent for translating abstract product features into meaningful, laser targeted value propositions that resonate strongly with prospective C-level customers."

- Jason Koefel, Senior Marketing  
Manager at CORESense, Inc.  
(client)

"There is no other way to say this. Bret is amazing at what he does and the work that the H-I-P team accomplishes. Bottom line: he gets results. He is directly responsible for driving highly qualified executive level prospecting meetings. These meetings have turned into millions of dollars in revenue. Bret is extremely valuable and I highly recommend him."

- Doug Shaddle, Senior Director,  
Predictive Analytic Sales, Pitney  
Bowes Business Insight (client)

"H-I-P has become a key piece of my lead generation efforts, as a reliable source for getting new blood to our sales team."

- Danielle Azzara, Director, Field  
Marketing-North America & UK,  
CAST Software

"I own two educational event series called the Integrated Marketing Summit and DemandCon. I have been extremely happy with Bret and High-Impact-Prospecting's email marketing services. I have been using them for three years to help market our events and they are consistently our number one go to market partner."

- Shawn Elledge, CEO at  
DemandCon International

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- Doug Shaddle, Senior Director,  
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## OTHER WEB POINTS OF PRESENCE

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