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## Press Release

### **iCepts Closes \$300,000+ SDbT Telemarketing Lead**

March 26, 2004

Congratulations are in order to Ed Wilk, Ron Fullmer, Steve Goldstein, Jacob Madsen, and the iCepts Technology Group for closing a \$300,000+ Navision Software and services client on Monday. The lead was generated on April 28, 2003 by SDbT's Telemarketing Team, lead by Manager Jamie Rambo. Congratulations to Jamie and the SDbT Telemarketing Team for a job well done.

The client first engaged iCepts in November to perform a \$43,000 Analysis Engagement. Following the analysis, a comprehensive solution presentation was made to the client. The deal closed this week for \$160,000 in software plus an equal amount in expected services.

"We competed against several formidable competitors and won the business due to our outstanding sales and delivery methodologies" says Ed Wilk, Account Executive. "We showed the client the level of knowledge and expertise iCepts brought to the project along with our values and commitment to customer service." "We won this project based upon our added-value and never had to compete based upon price."

During the last 12 months iCepts has closed over \$400,000 of new business as a result of SDbT's telemarketing efforts.



Jamie Rambo, SDbT  
Telemarketing

**Ed Wilk, iCepts**



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