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Before the Call Taps Former Salesforce.com Sales VP to Lead Sales Efforts

Davenport to Build and Manage the Sales Team for Before the Call

SUNNYVALE, Calif., January 4, 2006 – Before the Call, the market and technology leader in on-demand sales intelligence solutions, today announced that it has named Shelly Davenport as vice president of sales. Davenport was formerly the founding VP of sales at salesforce.com, where for the last five years she helped define, build and manage the sale of enterprise software as a service.

In her new role at Before the Call, Davenport will be responsible for building and running all points of the customer experience, from building the sales team to outbound selling and ensuring customer success. In addition she will be responsible for identifying and building relationships with some strategic partners. She will report directly to CEO Fred Walters.

“We are excited to have Shelly on board to build and manage Before the Call’s sales force,” said Fred Walters, CEO of Before the Call. “Shelly’s commitment to meeting business objectives and her relevant experience in defining, building and managing sales teams for rapidly growing companies are strong assets. We welcome her to the team.”

“Many sales-driven organizations are looking to improve their customer intelligence and make it easier for their sales teams to access, validate, rank and retain vital information about each lead,” said Shelly Davenport, VP of sales for Before the Call. “Before the Call’s on-demand solution is ahead of the curve by addressing this critical market need. I look forward to working with them to deliver the next wave of innovative CRM tools to companies looking to improve their sales effectiveness.”

Davenport has held sales, management and marketing positions in the software and services industry for more than 17 years, at companies that include Oracle Corporation, Hyperion Solutions Corporation (formerly Arbor Software), and salesforce.com.

Now, Davenport will manage sales for Before the Call’s on-demand sales intelligence suite. With this industry-first solution, sales professionals can quickly combine external market information and a company’s internal content to quickly close the lead-qualification gap, all tightly integrated within their CRM system.

Users are provided with details about each sales lead, ranked according to the criteria that the customer chooses including industry, company size or location. Then, they are automatically provided the most appropriate internal documents for each sales call, such as relevant case studies, product brochures, technical whitepapers, and other sales collateral. Before the Call then retains all the information in a sales “portfolio” that is forever associated with the customer record within their CRM and is made available throughout the entire sales process.

About Before the Call

Before the Call incorporated in March 2005 and is privately funded. Before the Call for AppExchange, the company's first solution is an on-demand sales intelligence suite sold to salesforce.com's users. The company is located at 1250 Oakmead Parkway, Suite 210, Sunnyvale, Calif. 94085. More information is available at www.beforethecall.com or (408) 501-8886.

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