

Giving High-Tech Lead Generation a Human Touch

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Tired of letting lead opportunities slip through your fingers? Perhaps you should be giving Televerde a call.

This B2B marketing firm, which specializes in customer acquisition solutions for the high-tech marketplace, has just launched its new Sales Optimization Suite—and "suite" it most certainly is.

The comprehensive closed-loop opportunity management system helps businesses discover unrealized revenue through the application of market insight and human touch. This new solution has the potential to dramatically increase sales performance and return on marketing investment.

The Televerde Sales Optimization Suite accelerates sales results by utilizing experienced agents to identify the right targets, penetrate strategic accounts and develop market intelligence for new business opportunities. The comprehensive solution reduces sales cycles and significantly improves lead-to-close ratios.

"Televerde's skilled sales optimization specialists magnify the efforts of our clients' sales teams to optimize their valuable time and win more deals," said James Hooker, president and CEO of Televerde. "[The company's] specialized solutions prove over and over again to have a positive bottom-line impact for our valued clients by increasing sales and maximizing their own resources."

There are three service levels available with the new service, and each is designed to meet an organization's exact business development requirements: Sales Lead Support, Strategic Account Support and Lead Lifecycle Management.

The Sales Lead Support solution engages Televerde agents to collaborate with existing sales resources to prime opportunities through lead development, reporting, qualifying and reporting. The Strategic Account Support solution provides dedicated agents to work directly with sales representatives as their front-line in business development. The Lead Lifecycle Management solution maximizes performance of the lead and account support programs with end-to-end opportunity management, market analyses and comprehensive opportunity, and insight reporting for campaigns, forecasts, lead management and won/lost analysis.

In a nutshell, the Televerde Sales Optimization Suite provides lead nurturing, opportunity analysis, sales support, tracking and qualification through expert outreach, making sure no opportunity's left in the dust.

For more information on Televerde and the Sales Optimization Suite, visit www.televerde.com.

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