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Valley market intelligence firm expanding focus

The Business Journal of Phoenix

Televerde, which focuses on business-to-business market insight and customer acquisition solutions, is expanding its reach to the international marketplace, company officials said Monday.

The Phoenix-based firm last week announced a partnership with **SalesCentric**, a firm with offices in the U.S. and the United Kingdom that sells customer relationship management software. Televerde is working with SalesCentric to expand market share, and its existing force of 400 people, which had been focused on generating U.S. sales leads, will be reaching out to identify "critical market intelligence" and worldwide enterprise sales opportunities, according to Televerde spokeswoman Jamie Glass.

"In this global economy, our clients require a strategic partner who can provide expertise in identifying the best targets for their offerings, no matter where they are in the world," said Donna Kent, senior vice president of global sales, marketing and services. "We've been creating quality sales opportunities and providing valuable market intelligence in the U.S. for many of our clients for more than a decade."

Televerde's international expansion started with Mexico and Canada and now is expanding into Europe and Asia, Glass said.

Specializing in high-tech companies, Televerde's core services include lead generation, lead qualification, lead management, market intelligence, event recruitment, sales support and sales results analysis.

For more: www.televerde.com.

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