

## **B2B TeleServices: The 2008 Buyer's Guide**

MARKETWIRE May 28, 2008: 02:41 PM EST - In a first-time, comprehensive research study of the B2B TeleServices industry, Aberdeen, a Harte-Hanks Company (NYSE: HHS), examines the lead discovery and qualification pressures faced by marketing and sales practitioners, the actions they consider to drive peak performance in their marketing investments, and how Best-in-Class performers utilize outsourced TeleServices methodologies to drive maximum pipeline content and bid-to-win performance ratios. As an end-user's "buyer's guide" to a sector rarely covered by objective research methodologies, this April 2008 study reveals leading practices in lead lifecycle management deployed by teleservices customers, as well as exploring blended human / technology solutions they have managed to ROI success.

Data acquired from over 200 enterprises reveals a number of impactful data points, according to Peter Ostrow, VP/Group Director, Customer Management at Aberdeen, the study's author. "Best-in-Class companies place a premium on lead quality, whereas Laggards reveal an interest in utilizing services to help address an out-of-control lead generation process -- too many leads to handle -- at a pace more than five times as high as that of top-performing organizations," he explains. "This reflects a lack of organizational and vendor management capabilities among Laggards, who benefit the least from their efforts to drive actionable intelligence to the sales team."

In addition to the quality/quantity balance necessary to achieve Marketing/Sales harmony, the Best-in-Class companies in Aberdeen's research demonstrate a preference for the well-defined deliverables provided by appointment-setting methodologies. "Top performers clearly wish to tee-up ready-booked appointments or conference calls for their sales team," Ostrow says, "but only if the meetings are highly substantiated by relevant account intelligence, identification of appropriate business pressures and the involvement of powerful influencers or decision-makers in the conversation." He also cautions against an over-reliance on appointment-setting as a sole methodology, pointing out that survey respondents who do so actually experience losses in year-over-year metrics such as sales performance against quota, and average deal size. "Best-in-Class companies who remain flexible about their execution, compensation and delivery model from B2B teleservices providers," concludes Ostrow, "realize 15 to 20% increases in these crucial performance metrics."

The required actions for companies seeking to gain the most benefit from external tele-provider services, according to Ostrow, include adopting a high degree of collaboration between outsourced calling staff and the customer's marketing and even sales personnel, preferably building 1-1 relationships that maximize their potential to improve on account penetration strategies, messaging quality and overall program ROI. A complimentary copy of this report is made available due in part to the following underwriters: eti Sales Support, Marketing Connections, OnPath Business Solutions, **Televerde**, TSL Marketing and Virtual Causeway. To obtain a complimentary copy, visit: <http://www.aberdeen.com/link/sponsor.asp?cid=4883>.

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