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TELEVERDE SHARES BEST PRACTICES IN OUTSOURCING CUSTOMER ACQUISITION

Who:

Donna J. Kent, SVP Global Sales, Marketing & Services, Televerde

What:

An expert in adaptive outsourcing for sales and marketing services, Televerde's Donna Kent will present at the 2007 OutsourceWorld New York Conference, "Global Sourcing at Crossroads – Managing Risks and Increasing Business Value." Attendees of the conference learn from practitioners and service providers about best practices and future trends in outsourcing. Ms. Kent will be addressing attendees in two sessions, "Managing the Outsourcing Deal: An Essential Primer" and "Competing and Winning Customers in a Mature Market." Kent, alongside a panel of other outsourcing experts will provide important insight in defining successful outsourcing engagements. She will also answer why adaptive outsourcing solutions for customer acquisition and market intelligence is a smart, strategic move for sales optimization.

When:

Wednesday, October 24, 2007
Thursday, October 25, 2007

Where:

2007 OutsourceWorld New York Conference
Jacob Javits Convention Center, New York
<http://www.outsource-world.com/newyork/default.aspx>

About Televerde

Televerde is a premium provider of qualified sales leads, actionable marketing intelligence and integrated marketing solutions that collectively accelerate sales revenue and generate new customers in the B2B marketing arena. We have developed specialized expertise through 12 years of high-level dialogs with decision-makers in over one million companies. By leveraging an unduplicated blend of best practices, innovative technologies, intuitive reporting tools and continuous training we are able to deliver fully measurable ROI in a performance-based pricing environment. Our solutions portfolio is designed to achieve complex and strategic customer acquisition objectives. Core services are focused on meeting end-to-end sales and marketing requirements, including lead generation, lead qualification, lead management and nurturing, market research, event recruitment, sales support, win-loss analysis and outsourced sales. Contact us at info@televerde.com, 888-925-7526 or visit www.televerde.com.

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