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**NEW TELEVERDE WHITE PAPER PROPOSES SOLUTION FOR THE DIVIDE BETWEEN SALES AND  
MARKETING FUNCTIONS**

**Phoenix, Ariz. – Aug. 13, 2007** – [Televerde](http://Televerde.com), a premium provider of outsourced business-to-business customer acquisition solutions and actionable market insight, announced today the availability of a white paper that examines controversies and recommended solutions surrounding the respective roles of the marketing and sales functions within organizations.

Entitled “Five Myths That Divide Marketing and Sales,” the white paper analyzes rivalries and competing agendas that tend to separate marketing and sales departments and explores ways to align them for the benefit of growing the desired customer base, increasing sales revenue, building brand strength and creating a more productive sales and marketing culture. For example, clashes can result from opportunistic, short-term revenue pursuits versus marketing pursuits that build long-term brand value. As the white paper points out, “While Marketing and Sales desire common outcomes — more sales, more market share, more customers — they want it on different timetables and they use different metrics.” If organizations do not settle these conflicts, eventually the company wastes money and fails to grow. In a recent survey by the CMO Council, 76% of CMOs said “alignment of marketing with sales and demand generation is a top priority.”

One solution is to outsource lead generation and lead management efforts to independent third parties that have no interest or emotional stake in organizational turf battles because they are focused solely on creating value for their clients, and it works because their rewards are based purely on results.

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## **NEW TELEVERDE WHITE PAPER PROPOSES SOLUTION FOR THE DIVIDE BETWEEN SALES/PAGE2/2**

“This white paper can help executives understand that sales and marketing departments don’t really plan to be in conflict with each other,” says James H. Hooker, president/CEO of Televerde. “Disputes arise because of the way they understand their respective roles within the company, which leads to confusion that ends up hurting the brand. Independent outsourcers remove this dynamic, align brand messages and build sales.”

The white paper is [available for downloading](#) through the Insight & Thought Leadership link located in the Resource Center on Televerde’s website, [televerde.com/insight3](http://televerde.com/insight3).

### **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](mailto:info@televerde.com) or 1-888-925-7526. Or visit [www.televerde.com](http://www.televerde.com).