

**Televerde**  
4636 E. University Drive, Suite 150  
Phoenix, AZ 85034  
888-925-7526  
[www.televerde.com](http://www.televerde.com)



**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Jamie Glass  
602.369.5537  
[jamie@artfulthinkers.com](mailto:jamie@artfulthinkers.com)

## **TELEVERDE CONFIRMS INDEPENDENT RESEARCH VALIDATES DEMAND FOR THEIR QUALITY LEAD GENERATION SERVICES**

**Phoenix, AZ – July 14, 2008**— Televerde, a premiere provider of market insight and customer acquisition solutions, announces the independent research analysis from AberdeenGroup confirms their broad mix of premium lead generation solutions is appropriately responding to the demands of sales and marketing business leaders who seek to increase sales pipelines through lead quality while reducing the cost-per-opportunity.

The comprehensive research conducted by analyst Peter Ostrow of AberdeenGroup and reported in the “B2B TeleServices: The 2008 Buyers Guide” validates that when businesses use outsourced lead generation services that focus on quality of leads over quantity of leads, a dramatic improvement in sales results of 20 percent on average.

“Televerde’s hallmark is the business intelligence and market insight we provide as the foundation of all our solutions to guarantee the quality in our output,” said James H. Hooker, president and CEO. “The Televerde Sales Optimization™ Suite encompasses all of the needs that AberdeenGroup’s defined Best-in-Class companies demand for quality lead generation including the one-to-one relationship between Televerde’s market intelligence experts and our clients’ sales representatives.”

Market insight is the fundamental core of the Televerde Market Says...™ program which uses expert research to canvass target markets to identify trends, business challenges and opinions, enabling informed decision-making to grow market share. The dynamic Televerde Sales Optimization™ Suite provides lead nurturing, opportunity analysis, win/loss analysis, sales support, tracking and qualification through expert outreach.

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“Overall, lead quality is desired by Best-in-Class companies at twice the levels of lead quantity,” said Peter Ostrow, vice president and group director customer management at AberdeenGroup. “The quality of outsourced teleservices callers is consistently supported by the Best-in-Class organizations surveyed by Aberdeen; these companies are generally more satisfied with assigned staff, place a higher emphasis on training and knowledge transfer between the organizations, and focus on transparency in the calling methodology.”

Televerde’s solutions are supported by more than 13 years of training and tenured marketing and sales professionals who have unrivaled experience in identifying opportunities and providing actionable market intelligence to leading companies throughout the US, Canada and Mexico. All Televerde solutions provide flexibility to maximize the results of every campaign and exceed the expected return on their client’s investment. For a download copy of the Televerde sponsored “B2B TeleServices: The 2008 Buyers Guide” from AberdeenGroup, visit [www.televerde.com](http://www.televerde.com) or call 888-925-7526.

### **About Televerde**

Televerde provides actionable marketing insight, qualified sales lead generation and integrated marketing solutions that accelerate sales revenue and generate net new business for high-tech companies. We have specialized expertise defined by 13+ years of developed relationships with business leaders and decision-makers in over one million companies. By leveraging a unique blend of go-to-market best practices, innovative technologies and intuitive reporting tools, we deliver performance-based solutions with fully measurable ROI. Our end-to-end portfolio solves complex and strategic customer acquisition objectives. Core services include lead generation, lead qualification, lead management, market intelligence, event recruitment, sales support and sales results analysis. Televerde is ISO 9001:2000 certified. Contact us at [info@televerde.com](mailto:info@televerde.com), or call 888-925-7526. For more information, visit [televerde.com](http://televerde.com).

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