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NEW TELEVERDE WHITE PAPER ADDRESSES CRITICAL 'HUMAN TOUCH' ROLE IN THE SALES LEAD GENERATION PROCESS

Phoenix, Ariz. – Aug.1, 2007 – A new white paper from Televerde explores how automation contributes to effective lead management within a corporate database, and where the value of human contact in the lead process is critical. A premium provider of outsourced business-to-business customer acquisition solutions and actionable marketing intelligence, Televerde shares valuable insight within “The Search for Qualified Life”.

Targeting CEOs, senior sales and marketing executives and IT professionals, the paper details why and how sales organizations should use a combination of “high touch” and “high tech” methods when qualifying prospects through sales-lead generation rather than attempting to automate the entire process.

The white paper also considers sales organizations’ tendency to rely on expensive contact management software to generate leads and/or data storage solutions to store them. While these automated systems have their place in the business world, by themselves they are unable to provide the qualified sales leads that organizations need.

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“We have tapped a wide range of sources for this white paper and present verified best practice techniques and intelligence. Because we speak to hundreds of IT and sales professionals of the world’s largest companies every day, we have a solid understanding of this market,” says James H. Hooker, Televerde’s President and CEO. “We want to share that knowledge base because it is a tremendously valuable resource.”

This white paper can be downloaded at www.televerde.com/insight along with other white papers and research reports on customer acquisition and marketing insight best practices.

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 or 1-888-925-7526. Or visit www.televerde.com.

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