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**FOR IMMEDIATE RELEASE**

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**TELEVERDE EXPANDS TO MEET GLOBAL MARKET INSIGHT DEMAND  
LEADER IN MARKET INTELLIGENCE AND CUSTOMER ACQUISITION SOLUTIONS IMPROVES  
CLIENT'S REACH INTERNATIONALLY**

**Phoenix, AZ – March 10, 2008**—Televerde, a US-based business-to-business sales and marketing solutions provider, is extending the market opportunities for their valued high-tech clients by reaching out to the international marketplace to identify, profile, target and generate sales through quality global market insight and tailored customer acquisition programs.

Televerde, the leader in market insight and customer acquisition solutions, is following their client's market growth paths by expanding their entire suite of marketing solutions to provide international market insight and world-wide enterprise sales opportunities.

"In this global economy, our clients require a strategic partner who can provide expertise in identifying the best targets for their offerings no matter where they are in the world," said Donna J. Kent, SVP of Global Sales, Marketing and Services at Televerde. "We've been creating quality sales opportunities and providing valuable market intelligence in the US for many of our clients for more than a decade. We are now seizing upon our vision to be the global leader of market insight by helping our clients reach out and expand their businesses through innovative sales and marketing solutions on every continent."

A recently announced partnership with UK and US-based SalesCentric, whose products are sold globally, is instrumental in Televerde's strategic plans to develop ongoing dialogs and relationships with international business leaders and key decision makers. Televerde is working hand-in-hand with SalesCentric to expand market share through their new worldwide CRM Advantage Partner Program for implementers of Microsoft Dynamics CRM and SalesCentric Relationship Charts.

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"Televerde is a critical component in helping us drive demand, develop market intelligence and create sales opportunities around the world for SalesCentric's Relationship Charts and our esteemed CRM Advantage Program Partners," said Matthew Crook, CEO of SalesCentric.

### **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 [www.televerde.com](http://www.televerde.com).

### **About SalesCentric**

Established in 2003, SalesCentric develops software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With offices in the US and the UK, SalesCentric products help drive CRM usage, increase sales performance and improve marketing effectiveness. SalesCentric is a Microsoft certified ISV partner. For more information, visit [www.salescentric.com](http://www.salescentric.com)

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