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FOR IMMEDIATE RELEASE

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TELEVERDE LAUNCHES NEW SALES OPTIMIZATION SUITE NEW SOLUTION MAXIMIZES SALES AND MARKETING PERFORMANCE

Phoenix, AZ – February 4, 2008 — Televerde, a business-to-business marketing firm specializing in customer acquisition solutions for the high-tech marketplace, has launched the Sales Optimization Suite. The comprehensive closed-loop opportunity management system helps businesses discover unrealized revenue through the application of market insight and critical human touch. This new and innovative Televerde solution dramatically increases sales performance and return on marketing investment.

The Televerde Sales Optimization Suite accelerates sales results by utilizing experienced Sales Optimization Agents to identify the right targets, penetrate strategic accounts and develop market intelligence for new business opportunities. The comprehensive solution reduces sales cycles and significantly improves lead-to-close ratios.

“Televerde’s skilled sales optimization specialists magnify the efforts of our clients’ sales teams to optimize their valuable time and win more deals,” said James Hooker, president and CEO of Televerde. “Televerde’s specialized solutions prove over and over again to have a positive bottom-line impact for our valued clients by increasing sales and maximizing their own resources.”

There are three service levels available with the new Televerde Sales Optimization service and each is designed to meet an organization’s exact business development requirements: Sales Lead Support, Strategic Account Support and Lead Lifecycle Management.

The Sales Lead Support solution engages Televerde experts to collaborate with existing sales resources to prime opportunities through lead development, reporting, qualifying and reporting. The Strategic Account Support solution provides dedicated Sales Optimization Agents to work directly with sales representatives as their front-line in business development. The premier Lead Lifecycle Management solution maximizes performance of the lead and account support programs with end-to-end opportunity management, market analyses and comprehensive opportunity and insight reporting for campaigns, forecasts, lead management and won/lost analysis.

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The dynamic Televerde Sales Optimization Suite provides lead nurturing, opportunity analysis, sales support, tracking and qualification through expert outreach, focusing on a single outcome - No Opportunity Left Behind™.

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, appointment-setting, sales support and sales results analysis. Televerde is ISO 9001:2000 certified. Contact us at info@televerde.com, or call 888-925-7526. For more information, visit www.televerde.com.

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