

# About Televerde



## Creating, Converting and Accelerating Sales Demand

**Televerde is a B2B outsourced demand creation agency that helps high-tech companies to identify new customers, accelerate sales opportunities, and discover fresh, actionable market insight.**

**We deploy an integrated set of powerful dialogue-based and digital marketing services, insightful market research and demand creation consulting. All of our solutions are designed around best practices, unparalleled market expertise, and the industry's most enriched database. We provide robust, tier-one reporting, advanced technology, and the most knowledgeable and sophisticated team of market specialists and calling agents in the industry whose business acumen is unrivaled. Our unique customer acquisition methodology ensures that no sales opportunity is left behind. We support both the direct and channel business, and our clients include companies in the Fortune 50 and high-growth start-ups.**

### **Our Vision**

The global leader of market insight.

### **Our Mission**

To improve the business of our clients, the lives of our employees and the communities in which we operate. We commit to providing solutions that create wisdom from data, embracing innovative technology, and stimulating intellectual curiosity. Our passion is to exceed client expectations and create customer loyalty through continuous improvement.

### **Social Responsibility**

Televerde is actually two businesses in one. We are a highly regarded company that enjoys strong year-over-year revenue and profit growth. We are also a socially responsible company driven by a desire to restructure human lives. We believe that skills and education are the great equalizers and that no matter where a person started, with a thirst for knowledge and higher education they can climb higher. To that end, we train, educate and employ a group of disenfranchised women who have a genuine desire to change the course of their lives for the better.

### **DEMAND CREATION SERVICES**

- Lead Generation
- Lead Qualification
- Appointment-Setting
- Event Recruitment
- Direct Sales

### **NURTURE SERVICES**

- Competitive Displacement
- Complementary Installs
- Account-Based Marketing
- Inbound Web Visitors
- Social Media Fans & Followers
- Marketing Campaign Responders
- Event & Trade Show Attendees
- Targeted Accounts
- Targeted Job Titles & Functions
- Targeted Verticals
- Sales Cycle Stage
- Current Customers
- Channel Partner Recruitment

### **DATA SERVICES**

- Contacts by Technology Install
- Contacts by Functional Role
- Contacts by Title
- Data Cleansing & Enrichment
- Data Preparation
- Data Access & Utilization
- Email Addresses

### **RESEARCH SERVICES**

- Sales Optimization & Support
- Account Optimization
- Market Optimization
- Territory Optimization
- Account Profiling
- Competitor Profiling
- Customer Sat & Loyalty
- Win/Loss Analysis
- Opportunity Analysis

### **SPECIALTY MARKETING SERVICES**

- Content Development
- Direct Mail Design & Distribution
- Email Design & Distribution
- Event Planning & Management
- Web Development
- Web Chat
- Webinar Production & Hosting

## INTEGRATED SOLUTIONS & SERVICES

### Demand Creation Services

Our dialogue-based services deliver high-impact, high-level conversations that amplify your value proposition, accelerate your time to market, and produce qualified new sales opportunities. Engineered to generate and qualify new customers and accelerate new business, these services produce highly qualified sales leads, sales appointments, event registrations, and direct sales opportunities.

### Nurture Services

Our lead nurturing solutions provide a disciplined and holistic digital + dialogue approach for delivering relevant messages to the right individuals at the right time. This keeps you top of mind throughout the sales cycle, optimizes market impact, prioritizes and accelerates pipeline, improves conversion metrics, eliminates lead leakage, and drives more revenue by nurturing raw inquiries into sales-ready opportunities.

### Data Services

Our error-free data allow you to narrow your focus in order to pinpoint more qualified prospects, identify closable opportunities, and realize faster revenue and increased ROI. Over more than 15 years of high-level dialogues with decision-makers/influencers, we have created Exactus™ - a database that is rich in accurate, relevant, useful business intelligence that gives you access to accurate, functional role-based contact information for your targeted decision-makers/influencers plus demographic and firmographic records for relevant technology infrastructures.

### Research Services

Our research solutions provide reliable, actionable insight about your target markets that give you full visibility into opportunities and enable you to create well-informed sales and marketing strategies. Designed to optimize your customer acquisition and new sales revenue opportunities, these services include market and territory research, deep profiling of target accounts, relationship mapping, forecasting and analysis of open sales opportunities, won/lost deal analysis, and direct support of your sales reps.

### Specialty Marketing Services

Our scalable, feature-rich specialty marketing services provide useful sales enablement tools and relevant marketing assets that optimize the performance of your go-to-market strategies and deliver high-impact market touch. These services are easily integrated with your demand creation, knowledge transfer and reputation management programs. The portfolio includes email design and distribution, web chat, webinar production, direct and dimensional mail, dynamic web sites, content development, and event planning.

### Reporting Support

A robust set of reporting tools are provided as part of your demand creation, nurture and market research programs. These reports are enriched with relevant metrics, business intelligence and actionable insight to enable useful analysis. Our performance reports accommodate your need to understand the results of your programs and easily measure ROI. The reports that accompany your campaign deliverables include detailed information about each opportunity so that you're empowered to connect with prospects and customers in the most relevant manner.

### Consulting Services

When you're successful we're successful, so our Practice Directors will help you make informed decisions about critical aspects of your go-to-market strategies and programs, including target market and data selection, lead definitions, marketing to sales hand-off processes, relevant messaging and content needs, nurturing activities and integrated marketing best practices.

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### CLIENT SET

- 150+ active high-tech direct and channel clients
- 92% customer satisfaction rate over 12 service areas
- 65% new client referral rate
- 1,200 clients since inception, including Fortune 50 and high-growth start-ups
- 7-year average relationship duration among top clients

### ROBUST PRODUCTIVITY

- 150+ active client campaigns each month
- 650 unique campaigns implemented annually
- 4 campaigns implemented on average annually by each client
- 3.6 million calls annually (14,000 calls each day)
- 30,000+ Level 1 sales opportunities generated annually
- 18,000 event registrants generated annually
- 35,000 hours allocated directly to client projects monthly

### BUSINESS INTELLIGENCE & MARKET EXPERTISE

- IT Software, Hardware and Services
- 35 vertical market specialties
- Small, Mid-Market and Enterprise Business, Government, Education, Military

### WORKFORCE COMPOSITION & DEVELOPMENT

- 350 FTE workforce (95% female)
- 45,000 hours of collective training provided annually
- 8.4 years average tenure of Management Team
- 4.7 years average tenure of Corporate Staff
- 3.5 years average tenure of Call Center Staff

### EXECUTIVE MANAGEMENT TEAM

**James H. Hooker,**  
President and CEO

**Vince Barsolo,**  
Vice President of Operations

**Donna J. Kent,**  
Senior VP of Global Sales,  
Marketing and Services

**Elayne N. Kinney,** Controller

**Murray Lisook,**  
Vice President, Information  
Technology Strategies