

# iTelesource

## Company Overview

If your goal is to increase sales revenues, it will be difficult without increasing the amount of new opportunities your sales team is working today. Nothing however, can bog down a sales team more than spending valuable time on poorly qualified leads. Increasing both the quality and quantity of leads in today's marketplace requires proactive innovative solutions for lead development.

Enterprise Lead Generation entails calling on senior level decision makers using highly skilled sales professionals experienced in solution selling. Enterprise lead generation is far more effective than telemarketing when dealing with the complex sale. At iTelesource, our lead generation specialists have an average of 7+ years enterprise sales experience. The minimum experience required for new lead generation team member is 4 years. This is more than double the industry standard.

At iTelesource we only work with companies that utilize a complex sale. This means that all of our clients have between a 6-7 figure solution and operate in a 6-24 month sales cycle.

### • Lead Generation

Are sales people asking for more quality leads? Through both best practice and proprietary process, a well qualified iTelesource Lead Generation Specialist will quickly penetrate your target account list uncovering new opportunities to pursue.

### • Lead Qualification

Are your marketing programs generating large amounts of incoming leads? Do you have trouble qualifying the leads before getting them to sales? We can help you telephone qualify and grade all incoming leads before they get to sales. This will improve the quality of your lead database and increase conversion rates of leads to opportunities.

### • Channel Marketing

Need to expand your sales channel? Want to increase the efficiency of the channel sales group? At iTelesource, we have specialists experienced in channel sales development. We can provide a dedicated resource who works with your channel sales team to generate interest in your solution.

Call iTelesource to speak with a Sales Consultant about your specific program needs.

- Lead Generation Team Averaging 7+ Years Solution Sales Experience

- Proprietary Four Step Process

- Experienced Program Consultants Dedicated to Success

- Detailed In-Depth Reporting Provided Weekly

- No Long Term Agreements or Commitments

- Excellent Rates