



VALERIE SCHLITT ASSOCIATES

Two Industry Trends Help Small Company Grow

August 09, 2016

August 09, 2016 - PRESSADVANTAGE -

VSA, Inc. is a small business experiencing rapid growth. The firm's 35 employees serve as business development representatives for companies across the country and set sales appointments. Two factors have come together recently to boost sales: the trend towards outsourcing and the explosive expansion of the healthcare industry in the United States.

VSA works across industries but, in 2015, noticed a growing base of healthcare clients. Once only 5% of VSA's revenue, healthcare now represents 25% of the firm's business.

"Software and service companies want to capture their share of the huge and growing healthcare market," said Valerie Schlitt, VSA's CEO and Founder. "But, many don't know where to find business leads. We do the heavy lifting for them," Schlitt added. She is referring to the hundreds of cold calls and emails from VSA representatives who act on behalf of the firm's clients.

"Many sources peg the healthcare industry at \$2.8 trillion and it's the fastest growing industry in the country," said Schlitt.

Just as the healthcare industry is growing, so is the trend towards business process outsourcing, which VSA

is a part of. Some analysts report this growth at 70%. For VSA, these two trends, healthcare explosion and growth in business process outsourcing, represent a double dose of fuel for growth.

VSA plans to capitalize on the company's healthcare success. By now, the firm has successfully set appointments with virtually every healthcare entity from private practices to large hospital networks, from clinics to home health agencies and hospices.

"What an education we've gotten over the past several years," Schlitt said.

"This is the kind of growth opportunity that cannot be missed," Schlitt said. "We have a skillset now and are presented by economic trends that make VSA very attractive to our clients. Right now, we're building plans to make healthcare 45% of our 2020 revenue."

For more information about VSA, Inc.

www.vsapropecting.com

###

For more information about VSA, Inc., contact the company here: VSA, Inc. Valerie Schlitt 856-240-8100 valerie.schlitt@vsapropecting.com 212 Haddon Avenue, Suite 8 Haddon Township, NJ 08108

VSA, Inc.

VSA, Inc. is a premiere B2B lead generation, appointment setting and outbound calling firm. We shine when clients have complex products and services, or need complex prospecting approaches. We serve companies, large and small, across the US and Canada.

Website: <http://www.vsapropecting.com>

Email: valerie.schlitt@vsapropecting.com

Phone: 856-240-8100

