



# VALERIE SCHLITT ASSOCIATES

## Local Businesses Join Forces for National Expansion

*September 13, 2016*

September 13, 2016 - PRESSADVANTAGE -

Valerie Schlitt, CEO and Founder of VSA, Inc. met fellow southern New Jersey business owner Eric Tayar, CEO of Tayrex Corporation at a business breakfast in 2003.

The two began a long-term client-vendor relationship that has only become stronger after 13 years. At that time, Schlitt's firm was only 2 years old and cash-strapped. Tayar's business was also small. He had just returned to software development after exiting a prior business.

Initially, Tayrex developed basic web-based software for VSA, before Software as a Service was a common term. VSA used the software to deliver lead generation and appointment setting services to its clients. Since then, Tayrex has added numerous modules like email, reporting and agent scheduling. The initial platform is almost unrecognizable, with all the enhancements and expansions over the years.

"We started small, because Tayrex worked within our tight budget," said Schlitt. "Today, the software has all sorts of bells and whistles designed exclusively for us. Almost anything we want, Tayrex can develop."

Today, however, the roles are reversed. While Tayrex continues to develop and host VSA's mission-critical software, VSA is now providing business development services to Tayrex.

Tayrex has a unique Field Management Software the company wants to market across the country, starting in locally. VSA's team has become an extension of Tayrex and makes cold calls to qualify leads and set sales appointments. VSA's staff targets companies with multiple trucks and field management employees.

"Normally, we can wow our clients with the software's capabilities," said Schlitt, "but Eric already knows its full strength. Still, showing him exactly how we use it is fun."

For their part, Tayrex enjoys receiving weekly reports, seeing email notifications and downloading files with notes from the business development representatives. Most importantly, Tayrex gets a first-hand view of how a client uses its software on a daily and weekly basis.

For more information about VSA, Inc.

[www.vsapropecting.com](http://www.vsapropecting.com)

For more information about Tayrex Corporation

[www.Tayrex.com](http://www.Tayrex.com)

###

For more information about VSA, Inc., contact the company here: VSA, Inc. Valerie Schlitt 856-240-8100 [valerie.schlitt@vsapropecting.com](mailto: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](mailto:valerie.schlitt@vsapropecting.com)

Phone: 856-240-8100

