



VALERIE SCHLITT ASSOCIATES

VSA Works Behind the Scenes to Create Visible Growth

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Stunt performers, voice-overs, speech writers. They all work outside the limelight. These mostly invisible professionals are so closely aligned with their clients' success, they are virtually inseparable.

That's how VSA works, too. The small NJ business has created extremely close relationships with its clients that last years.

VSA is an outsourced B2B Inside Sales team. The company makes cold calls, sends emails and sets sales appointments for clients across the country ? but always behind the scenes. Clients expand their sales and earn more revenue by working with VSA.

?Healthcare, IT, business services, you name it,? says owner and founder, Valerie Schlitt, ?We have worked across so many industries,? Schlitt started VSA in 2001. Through the years, VSA has developed best practices in both the way it designs B2B telephone prospecting programs and in the way it hires and trains Client Associates.

?We have over 40 Client Associates who all work from a single office here in New Jersey. They make calls on behalf of our clients, but never identify themselves as VSA. We are always someone else,? says Valerie

Schlitt, founder and owner of VSA, Inc.

In January, a VSA Client Associate ? after two weeks - set an appointment with a prospect that VSA?s client had tried to reach for two years.

Earlier that same month, one of VSA?s sales appointments told VSA?s client that the call was the best cold call he had ever received.

Likewise, VSA helped yet another company by calling each prospect sometimes six, eight and up to 15 times before finding the decision maker and setting the appointment. That client?s Vice President recognized the effort and told VSA he plans to use VSA?s metrics as his internal benchmarks. In the future, when his own sales team cannot make connections, he?ll ask whether they?ve called 15 times.

?Our forte is supporting firms who do not have effective prospecting arms, by putting their sales teams in front of qualified, interested decision makers,? adds Schlitt. ?We know how to design programs, how many calls to make, when to send emails, and how to qualify leads.?

?This is hard, tedious work. Most companies know it needs to be done, but don?t have resources who can sustain the level of effort continuously needed,? continues Schlitt

?I don?t mind being behind the scenes,? says Schlitt. ?That?s why clients hire us. We do the work that is required to maintain profitable relationships for our clients and ourselves.?

Maybe VSA is more like a stunt person, voice-over and speechwriter than Schlitt had ever imagined.

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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.

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