



# VALERIE SCHLITT ASSOCIATES

## **VSA, Inc. Launches In-House Innovation Team**

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Haddon Township, N.J. ? VSA, Inc. is excited to announce the launch of an in-house technology innovation team. The goal of the team is to research and test new marketing technologies that will help VSA become more effective and more competitive in their field. VSA, Inc. is a B2B call center that runs telemarketing, lead generation and appointment setting campaigns for their clients.

?I am thrilled about the creation of this innovation team,? says Valerie Schlitt, owner and founder of VSA, Inc. ?It?s an idea we?ve been tossing around for quite some time and it?s nice to have reached a level where it is finally feasible for us. It couldn?t have happened at a better time, truth be told. Technology in our sector is exploding right now and there is so much out there to test and to try.?

The innovation team is headed by Michele Plunkett, Director of Operations at VSA. The other team members are Peter Reifsnyder, Brenden Rochford, and Katie Herrera. ?We see this as a long-term venture,? says Michele Plunkett. ?Technology growth in the marketing sector is not something that will end anytime soon. In order to stay competitive in our market, we must continue to research and test what?s out there.?

The newly formed team was officially launched in the beginning of this month. Their first focus has been to explore technologies that will increase their call rate for those clients with very large lists, as well as email

tracking software that will enable them to gain greater insight into the prospects they are calling.

“Each of us brings a unique and valuable perspective to the team,” says Peter Reifsnnyder. “I started out as a caller and understand from the inside what a caller needs to be more effective. As head of Operations, Michele (Plunkett) brings to the table a clear view of what is needed from a productivity standpoint, while Brenden (Rochford) and Katie (Herrera), who hail from our tech department, offer an insight into how a new technology can fit into our daily operations to increase our effectiveness and competitive edge.”

Valerie Schlitt views the creation of the team as an extension of her company’s over-arching goal to be more than just a smile and dial call center. “That’s never been who we are or what we are about,” says Ms. Schlitt emphatically. “With this innovation team, as with all our ventures, we are trying to figure out how we take our clients’ investment and maximize it to produce the best results possible for them.”

For more information about VSA, Inc. visit [www.vsapropecting.com](http://www.vsapropecting.com).

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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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