



## **VSA, Inc. Partners with Prominent Marketing Firm**

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Haddon Township, N.J. ? VSA, Inc. is pleased to announce a new partnership with a prominent B2B marketing firm. VSA, Inc. is a B2B call center that runs telemarketing, lead generation and appointment setting campaigns for their clients.

?There is already great synergy between our two firms, and we?ve only just begun working together,? says Valerie Schlitt, owner and founder of VSA, Inc. The two firms met through the Philadelphia Business Marketing Association. For the sake of client confidentiality, the firm cannot be named, however.

This is not the first marketing firm that VSA has formed a partnership with, although it is one of the most prominent. In the past several years, Ms. Schlitt has noticed the trend for marketing firms to put the type of lead generation done at VSA under their own umbrella, rather than leaving it where it has traditionally lived ? under the sales umbrella.

?It makes sense,? remarks Ms. Schlitt. ?The lead generation we produce at VSA can either be viewed as the tail end of the marketing process or the very beginning of the sales process. In reality, it is its own unique process, no matter how you categorize it. Traditionally, it has been the portion of the process most neglected by both marketing and sales, which is how VSA found its niche. We have become the experts on this portion

of the marketing (or sales) process, which is why it is mutually beneficial to partner with forward-thinking marketing firms, such as this one.?

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

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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

