



VALERIE SCHLITT ASSOCIATES

VSA, Inc. Attends Boston AA-ISP Conference

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Haddon Township, N.J. ? Recently, VSA, Inc. participated in the Boston AA-ISP conference (The American Association of Inside Sales Professionals). In attendance were Valerie Schlitt, President and founder of VSA, Michele Plunkett, newly appointed VP of Operations, and Peter Reifsnnyder, Director of Innovation & Growth. VSA, Inc. is a B2B call center that runs telemarketing, lead generation and appointment setting campaigns for their clients.

Valerie Schlitt, who is on the board of the Philadelphia AA-ISP chapter, has attended the Boston conference on a number of occasions over the years, but this is the first time she has brought anyone else with her. ?It?s a sign of our growth as a company and readiness to propel VSA to the very reaches of the cutting edge of our field,? remarks Ms. Schlitt. ?The Boston conference is always wonderful, with great presenters who talk openly and intelligently about the leading industry trends and, of course, there?s the ability to network with others in our field and create strategic partnerships.?

There were a variety of presenters at the conference who spoke about a number of topics, but some of the key takeaways for VSA had to do with adopting more robust metrics practices and list building techniques. ?What we learned at the conference will increase the bottomline of both VSA and the clients we serve,? continues Ms. Schlitt.

?It was truly an eye-opening experience,? raves Michele Plunkett. ?I?ve come back chock full of ideas that can help VSA maximize its effectiveness.?

?As the recently appointed Director of Innovation and Growth, I live by conferences such as these. The opportunity to learn from the best of the best can only make us better and I am grateful to have had the experience. I can?t wait to begin implementing what we learned at the conference,? comments Mr. Reifsnyder.

This year VSA, Inc. was featured in one of the presentations at the conference. The speaker was Bruce Lewolt of Aligned to a T and his presentation focused on some of the cutting edge AI (artificial intelligence) technologies being utilized in inside sales today. VSA and Aligned to a T recently announced a partnership to pioneer this technology for an internal prospecting campaign and, later, their clients? campaigns.

For more information about VSA, Inc. <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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