



VALERIE SCHLITT ASSOCIATES

VSA, Inc. Announces New National Accounts Leader

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Haddon Township, N.J. ? VSA Inc. is pleased to announce a new position, National Accounts Leader, and the hire of Paul Schmidt to co-create this new role within the company. VSA, Inc. is a B2B call center that runs telemarketing, lead generation and appointment setter campaigns for their clients.

?We?ve been on the search for the right person to help us branch out beyond execution and into strategy,? says Valerie Schlitt, CEO and founder of VSA. ?While many of our clients look to us for help in strategy as well as the execution we were initially hired for, that typically does not start happening until we?ve worked on a few campaigns with them. The creation of this new role and the hire of Mr. Schmidt to fill it will help us offer strategy at the outset, rather than waiting until the client has realized the full breadth of our capabilities.?

Paul Schmidt brings with him over 30 years of experience in the sales and marketing communication industry. He has worked with large multi-national brands like IBM and International Paper with an emphasis on outsourced enterprise business development solutions. Currently, Mr. Schmidt works with many large brands in the consumer products industry who are embarking on developing sales strategies in and around retail reinvention and e commerce. His goal is to make VSA a national name for providing lead generation services.

I'm very excited to embark on this journey with VSA, remarks Paul Schmidt, the new National Accounts Leader. This is a company poised for growth, particularly in the arena of strategic support for sales teams and experts, coupled with the execution they already offer. VSA brings a wealth of experience and expertise to the table that has been heretofore largely untapped. My goal is to create opportunities that will both tap into that vast knowledge base and spur growth for VSA.

For more information about VSA, Inc. go to 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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