



VSA, Inc. Enters a New Industry Sector

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Haddon Township, N.J. ? VSA, Inc. is pleased to announce that it has made much stronger presence in a new industry sector, that of contracting/building. VSA, Inc. is a B2B call center that runs telemarketing, lead generation and appointment setting campaigns for their clients.

?We have, in fact, run some programs over the years for small contractors and builders in the Philadelphia area,? remarks Valerie Schlitt, president and founder of VSA. ?This experience helped us tremendously because it gave us a base knowledge and comfort level with the industry. However, we typically have never carried more than one client at a time in this sector and the programs have been sporadic.?

VSA Inc. already has a strong foothold in the healthcare and software markets, as well as business services, but the work the company does can cross over multiple industries and VSA is always excited to break into new ones.

?What we?ve come to understand in our sixteen years of business is that the specific industry is really secondary to the style of the campaign, which is why VSA appeals to a wide range of diverse industries and markets,? Ms. Schlitt goes on to say. ?But, of course, it helps people feel comfortable to know you?ve had experience in a certain area, which is another reason I?m delighted we?ve landed these clients and broken

into this industry.?

Michele Plunkett, VP of Operations, is excited about entering this new market for reasons of employee retention. ?One of the things our client associates enjoy the most is learning about new industries and products, so variety is an important factor here at VSA,? she says.

Lisa Dougherty, Senior Program Manager at VSA who is overseeing one of the new programs, is herself excited to delve into a new industry. ?One of the things I love about the work I do here is when I get to do a deep dive into a new industry, product or service. Our clients need us to be an extension of their sales team, which means we must represent the brand as they would. In order for that to happen, we have to immerse ourselves into our clients? culture, products and services. This is my favorite part and it is especially exciting when it?s an entirely new industry sector.?

It?s interesting to note that each of the new clients has never used the telephone in this way before to gain business. (For the sake of confidentiality, VSA cannot reveal the names of these clients.) The fact that they are exploring new ways to reach customers is not only an indication of growth in the building and contracting industry, but also an indication of growth and expansion in the telemarketing, lead generation and appointment setting industry.

For more information about VSA, Inc. see 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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