



VALERIE SCHLITT ASSOCIATES

VSA Returns from AA-ISP Leadership Summit Armed With Industry-Leading Insights and Action Steps

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Haddon Township, N.J. ? Three members of the VSA, Inc. staff recently returned from the 2016 AA-ISP Leadership Summit in Chicago, Illinois armed with invaluable insights and action steps. VSA, Inc. is a B2B call center that runs telemarketing, lead generation and appointment setting campaigns for their clients. The American Association of Inside Sales Professionals (AA-ISP) is an international association dedicated exclusively to advancing the profession of Inside Sales.

The three staff members in attendance were Valerie Schlitt, President and Founder of VSA, Michele Plunkett, VP of Operations and Kerry Dougherty, Director of Associate Development and Program Manager.

?I attend this conference every year, but this is the first time I've brought anyone else with me,? remarks Ms. Schlitt. ?It was so wonderful to have the different perspectives that Michele and Kerry bring at the conference with me. And the golden nuggets of information we brought back with us will help VSA not only to grow, but to improve.?

?As the Director of Associate Development, I spend a lot of my time coaching our client associates to be the

best callers they can be," says Ms. Dougherty. "That's why I loved the talk presented by Amit Bendov, CEO of Gong, a company that studies sales conversations. His research proved something we have always known intuitively here at VSA: that engaging in conversations, rather than speaking at prospects, boosts your success rate. I will definitely be using the research he presented to inform how and what I coach at VSA."

"What really hit home for me were the many insights I gained from presenters who stressed the skills of coaching, mentoring and leadership as key markers for success in inside sales," adds Ms. Plunkett. "After listening to a number of these industry-leading speakers, we landed on two key themes for our 2018 "People" focus. First, to empower our Program Managers to be stronger people leaders. And second, to build a peer mentorship program for our front-line employees."

The AA-ISP Leadership Summit is a yearly event. The organization has 65 chapters located throughout the world; Ms. Schlitt is the current President of the Philadelphia Chapter. The 2019 Summit will be held April 10th-12th. VSA plans to attend again next year.

For more information about VSA, Inc. please visit their website, 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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