



# VALERIE SCHLITT ASSOCIATES

## **VSA Inc. Finds Highly Skilled Staff through an Unlikely Resource**

*April 11, 2016*

April 11, 2016 - PRESSADVANTAGE -

VSA, Inc. is a NJ- based small business that thinks big. The company serves clients up to 50 times its size, across the country. In November 2015, VSA faced a difficult choice: Either decline an attractive, profitable client or accept the business taking a chance on finding employees with the right skill set.

VSA is an outsourced business development company. The firm adds power to its clients' sales efforts by connecting the clients' sales reps with qualified prospects. Until the fall of 2015, VSA had always identified prospects through telephone calls and follow-up emails. VSA has grown steadily since its start in 2001 and has become known for its employees' excellent telephone capabilities.

But, in November, VSA was approached by a potential client who wanted its entire business development to be performed online, without a single telephone call. This required employees with an entirely different skill set. Only two of VSA's current staff understood the series of software applications and computer techniques its new client required.

"We don't shy away from challenges, especially those with significant revenue potential. Plus, we knew that

somehow we would find the resources we needed," said Valerie Schlitt, VSA's owner and founder.

"And, we are well aware that there are amazing prospecting tools that we had never used. This new client would allow us to test these," Schlitt added.

VSA first recruited a few friends of current employees, but many just didn't make the cut. The firm needed two additional employees to fulfill the new client's contract. That's when VSA turned to Hopeworks in Camden, about 2 miles away. Hopeworks was able to find the final two individuals, and both have exceptional technology skills.

Hopeworks is a nonprofit that has been working for over 15 years with Camden youth. This organization uses an advanced training curriculum in web design and development, graphical information system, and Salesforce for youths aged 14 - 23. The program's goal is to allow these young people to return to school with a safe pathway to their future.

"I was familiar with Hopeworks, but always thought they were for someone else, but not for me. I was very wrong. We gained some excellent employees through this amazing organization!"

VSA is far from the first local business to employ Hopeworks graduates. Companies like Subaru, Ticketleap.com, and B2 Web Design are active in providing internships and hiring graduates.

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

For more information about Hopeworks in Camden [www.Hopeworks.org](http://www.Hopeworks.org).

###

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

