



The **Vanella Group**,TM Inc.
Strategic Telesales 2.0TM for High Tech



TELESALES 2.0TM Performance-Based Telemarketing Services for High Tech

Results **5X** Above
Industry Standards

DELIVERING ACTIVE SALES CYCLES FOR ENTERPRISE TECHNOLOGY COMPANIES

AREAS OF EXPERTISE

The Vanella Group, Inc. brings deep domain expertise at all stages of lead generation for enterprise technology solutions & services. As your strategic partner, we bring in-depth technical and situational fluency of technology buying environments. We are at the leading edge of current and emerging technologies and understand the impact of changing business requirements in today's large enterprise. Below is a sample of the technologies for which we have delivered successful programs.

- Saas
- Data Center Technology and Optimization
- Mobile Apps
- Virtualization
- Network Infrastructure (WAN/LAN)
- VOIP
- Security
- Business Intelligence/ Analytics
- Asset and Portfolio Management
- CRM | SRM
- Content Management
- PDM and PLM
- Supply Chain Management
- Enterprise Application Integration/EAI
- Cloud Infrastructure
- Satellite | Wireless Technology
- Disaster Recovery/ Business Continuity
- eBusiness Solutions
- Compliance Solutions
- Storage
- Unified Communications
- Mobility Solutions
- Portal | Composite Applications
- Identity Management
- Enterprise Requirements Planning (ERP)
- Remote Access Solutions
- Business Process Management
- eProcurement and eCommerce
- eLearning and IT Training
- Strategic Workforce Management
- Document & Knowledge Management
- Data Governance
- Application Lifecycle Management (ALM)
- Federal Government Programs
- Channel Partner Sales Programs

THE CHALLENGE

Marketing needs telemarketing programs that deliver real results for their sales organizations. The CMO Council in a recent statistics report stated that 45% of programs that marketers run fail to deliver results—that means you need to invest your marketing dollars with providers that deliver measurable return, are involved, accountable, and outperform the industry standards.

Traditional telesales-based lead generation programs typically produce a lot of activity but are unable to map the activity to actual buy-cycles.

THE SOLUTION

For the last 14 years, The Vanella Group, Inc. has been the premier provider of opportunity-based lead generation for the high tech industry. Our performance is measured by active sales cycles and engagements.

Our Telesales 2.0TM methodology is a highly optimized performance model that finds deals, and delivers real-time sales intelligence. We pursue revenue opportunities— so when your team connects with a prospect, an active opportunity is the foundation of the engagement.

Our client list includes SAP, Hitachi, Sun, Borland, Savvion, Guidewire Software, and many others representing a wide scope of technology solutions and providers. Our programs promise results, and we maintain a 100% success rate!

CONTACT US

1.888.335.0340
info@vanellagroup.com

PARTNERS



www.VanellaGroup.com