**Technology sales leads web page:**

(landing page)

(H1 header)

Information Technology (IT) Sales Leads

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Acquiring **technology sales leads** is basically no different from acquiring sales leads in any other field. It all starts with a qualified prospect list. In the IT field, however, what gives you the edge over your competitor is a prospect list built on a solid understanding of the IT industry, as well as its product and service needs.

At [COMPANY], we give you that edge. We specialize in **IT sales leads**, and we do the research for you. That means your sales staff can spend its resources on retaining existing clients and acquiring new ones. For certain sales functions, such as generating technology sales leads, it simply makes more sense - from an efficiency and cost-savings standpoint - to outsource.

[COMPANY] technology sales leads take your reps straight to the source - CIOs, CTOs, IT directors and other key decision makers. Your sales reps won’t waste their time - or your money - on gatekeepers or dead-end leads.

We realize that every time one of your sales representatives picks up the phone to contact one of our IT leads, our business reputation is judged. Our reputation - and *your* business - are important to us. That’s why we take extra steps to ensure that our leads are solid.

(H2 header)

The [COMPANY] Approach to Information Technology (IT) Sales Leads

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When it comes to **IT sales leads**, we get it. And we get it right. We tailor our lists to match your company’s specific sales objectives. We do more than just hand you tech sales leads; we develop a comprehensive sales strategy for your company:

* Data gathering - We meet face-to-face with your staff to gain in-depth knowledge about your products/services, your target audience*, and* your competition.
* Continued support - We are available for consultation at every stage of the sale pipeline.
* Analysis and follow-up - We analyze the success of our technology sales leads to determine where there is room for improvement.

How many times have your salespeople complained of getting the cold shoulder when making a cold call? It’s a fact. IT prospects can be a tough sell. Our proven lead-generating strategy, combined with your sales staff’s expertise, is the two-pronged approach you need to boost sales - and ultimately the bottom line.

At [COMPANY], we understand the snowball effect on the sales cycle. With our **technology sales leads**, your salesperson is one step ahead of the competition, knowing the [COMPANY] list is a reliable one. After each successful sales pitch, morale is boosted. Increased confidence results in more sales. And it all starts with qualified IT sales leads from [COMPANY].

[COMPANY] **technology sales leads** are qualified buyers ready to meet with your sales team. One call to us can make thousands of calls easier for your sales staff.

Call [COMPANY] now at 000-000-0000. It’s *your* call.

**Technology marketing web page:**

(H1 header)

Information Technology (IT) Telemarketing

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At [COMPANY], we have mastered the art of technology telemarketing. Actually, **IT telemarketing** is both an art and a science. And our expertise reflects both ends of the sales spectrum.

Technology telemarketing is an art in the sense that the caller must possess more than a basic knowledge of the IT industry. The telemarketer also must have the ability to truly “connect” with the prospect on the other end of the line. **Technology telemarketing** is a science as well, requiring statistical research, a well-documented strategy and measurable objectives.

[COMPANY]’s telesales professionals bring you the best of both worlds. Our skilled staff provides seamless execution of the IT telemarketing function. Your sales prospects will be impressed by the knowledge and professionalism of *your* sales staff. That’s because our telemarketers are trained to function like an in-house department.

Companies like yours use technology telemarketing for many purposes:

* to conduct research
* to launch new sales initiatives
* to follow up with potential clients after tradeshows
* to renew client contracts

Why outsource your IT telemarketing? Many telemarketing departments - and technology telemarketing is no exception - face the challenge of high turnover rates. By outsourcing this function, you won’t waste resources on training and retraining telesales staff.

The key question is why outsource your IT telemarketing to [COMPANY]? We are results-oriented with a proven track record. We efficiently gather data, generate sales leads for you, and turn cold calls into closed deals.

(H2 header)

Information Technology (IT) Telemarketing - the [COMPANY] Difference

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Traditional telemarketers - particularly in **IT telemarketing** - invest the minimum time required to achieve the desired result, whether it’s to develop a new lead or close the deal. They focus more on quantity than quality, moving on to the next call like an assembly line.

At [COMPANY], we focus on both short- and long-term goals. In doing so, we achieve both quality *and* quantity. We know **that technology telemarketing** is as much about relationships as it is closed deals. You look at the lifetime value of a customer, and so do we. Our telemarketers fully engage prospective clients. We use several “touch points” to begin a dialogue and establish a rapport with your prospects and customers. We stagger these contacts over a one-month period, starting with an initial call, then a targeted email, followed by another call.

With [COMPANY] IT telemarketing services, your prospects and customers will be contacted by a *real* person. [COMPANY] does not use auto-dialers or canned scripts. Our telesales professionals have a strong knowledge of both technology as well as the targeted vertical of their assigned campaign.

[COMPANY] technology telemarketing creates more than just sales leads and sales for you. We create lasting business relationships.

For IT telemarketing qualified sales leads, call [COMPANY] now at 000-000-0000.