

PRESS RELEASE

April 20, 2009

X-Sellerant releases white paper on the pros and cons of outsourced telemarketing

Specialist lead generation experts X-Sellerant, has released new white paper discussing the merits of outsourcing telemarketing activity particularly during a recession when cost-conscious companies are putting more pressure than ever on sales directors to grow their business, drive sales and deliver ROI on their lead generation budget.

The white paper, entitled *Retain Control, Increase Flexibility & Reduce Costs by Outsourcing Telemarketing* discusses outsourcing options which can provide flexibility enabling companies to use the service on campaigns which are timescale-dependent or during periods of staffing issues or fluctuating demand. It also addresses the concern of losing control and solves the issue of scalability without incurring significant capital investment costs.

X-Sellerant's Commercial Director, Stuart Tandy, commented: "With the current economic climate having an impact business' cash flow, many technology companies have realised the true costs of maintaining an in-house function by considering staff recruitment, training, management time and many other overhead costs and chosen outsourcing as the most cost-effective way to develop their sales pipeline."

He added: "Outsourcing can offer a new approach which can address a business' high staff turnover rate and the associated time and cost of recruiting and training sales and marketing people or the need to align lead generation budgets with seasonal business cycles."

In fact, X-Sellerant's approach is more 'co-sourcing' than outsourcing as Tandy explains: "Co-sourcing is a combination of both in-house and outsourced resource and is commonly used by organisations wishing to share best practice utilising in-house knowledge and outsource expertise. As a co-sourcing telemarketing partner, X-Sellerant acts as an integral part of your core sales team and works within your marketing & communications strategy."

In addition to discussing the benefits of outsourcing, the white paper gives advice on what to look for when choosing an outsourced telemarketing provider and key considerations before getting started.

Tandy concluded: "The new financial year means new budgets representing a significant opportunity for technology companies wishing to develop new business in the public sector. And outsourced telemarketing with the right service provider can reduce costs and deliver qualified appointments with prospects with the authority to assign budgets to specific IT projects within a reasonable timeframe."

Anyone interested in receiving a complimentary copy of *Retain Control, Increase Flexibility & Reduce Costs by Outsourcing Telemarketing* should email info@x-sellerant.com or visit www.x-sellerant.com

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About X-Sellerant

X-Sellerant was formed because of the recognised frustrations of many high-technology companies in delivering a return on investment for their lead generation budget and a lack of understanding of doing business with the public sector compared with the corporate marketplace.

They offer clients all the benefits of an internally delivered telemarketing campaign, with the additional flexibility and knowledge that comes from engaging an experienced, focused, specialist agency.

Specialising in Identity & Access Management, Content Filtering, United Threat Management, Encryption, Network Security, Enterprise Systems Management, Business Service Management and Storage, **X-Sellerant** helps technology companies generate new business opportunities across the Public Sector, delivering End User and Channel Partner appointments using a pay for performance model.

To find out more visit www.x-sellerant.com

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