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TeleNet Marketing Solutions Announces Expansion of International Capabilities and Releases “Best in Class” Analysis

ATHENS, Ga., June 3, 2008—In an effort to meet the needs of their diverse client base of leading technology, telecommunications and financial services firms, TeleNet Marketing Solutions announces the expansion of their core capabilities, adding international calling to its roster of services.

TeleNet’s international capabilities now include a program manager fluent in French and Spanish to provide script translation services, on-staff bilingual agents and extended hours to map international time zones. In addition, TeleNet’s proximity to the University of Georgia, as well as metro Atlanta, provides it with a job base of educated professionals from around the globe.

“Business to business telemarketing is also very advantageous when used as an international communication medium to generate worldwide leads,” explains Gregg Garrett, president of TeleNet. “Given the currency exchange rates, our U.S. based operation offers clients a cost advantage, particularly over European based call-centers.”

TeleNet serves many of the marketing needs of worldwide organizations such as HP, Nortel, Hitachi and Sun Microsystems. They employ business-to-business telemarketing campaigns aimed at lead generation, management and nurturing.

In addition to their new services, TeleNet announces the results of its survey of current telemarketing practices. TeleNet surveyed marketing professionals from some of the largest and most recognized brands in the high-tech industry about their usage of telemarketing, processes, measurement and areas of improvement to create a “Best in Class” analysis.

TeleNet examined responses of the “best in class”—those satisfied that their overall telemarketing process is working and can accurately tie closed revenue/ROI to each campaign—and contrasted them with the average respondents. Recently highlighted by

MarketingSherpa, the report provides advice based on the practices of these successful marketers.

“Rather than simply presenting the findings, we thoroughly reviewed the results and offered suggestions and best practices from those others aspire to emulate,” said Kathy Rizzo, vice president marketing of TeleNet.

The study revealed the following about “best in class” marketers:

- An overwhelming 90 percent use cold calling or “tele-prospecting” within their lead generation strategy.
- Three times more often, sales teams have a regular, formal communication and feedback process established.
- While nearly everyone is integrating e-mail into their approach, they are integrating it with direct mail 25 percent more often.
- Nearly twice as many classify their lead nurturing process as “comprehensive”. For those that cannot classify it in this manner, 100% plan to focus on improving their lead nurturing process in 2008.

To learn more about TeleNet’s services and to download a complete copy of the “Best in Class” study, visit www.telenetmarketing.com.

About TeleNet:

TeleNet is a business-to-business provider of strategic marketing services that specializes in lead generation and market nurturing. Through these services, clients can pinpoint their target market by refining customer and prospect databases, qualify buyers and maintain ongoing strategic contact with potential sales leads. For more information on TeleNet, visit www.telenetmarketing.com or call (706) 353-1940 or toll free at (877) 282-2345.

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