**The Executive TeleContact Team**

WestShore Marketing does not believe that traditional telemarketing works as a vehicle to represent expensive, vertical products and services. Think about it. . . what chance does an $8-$12 per hour telemarketer, reading a script, have trying to present a $50,000 to $1,000,000 product or a service contract worth millions of dollars to the VP of Finance or CFO of a fortune 1000 company? WestShore’s “Solutions Marketing” programs create an entirely new paradigm which goes far beyond traditional telemarketing. In addition to having our clients meet and assist in training our Account manager staff, we specialize in overcoming sales objections and beginning the consultative sales process.

Because Westshore pays possibly the highest rates in the industry and treats our staff like “family”, we are able to attract and keep the best possible telecontact personnel. This allows us to provide the greatest possible value to our clients. Many tell WestShore Marketing how favorably impressed they are by the caliber of the WestShore Account Manager team.

Utilizing lead generation personnel of this caliber allows WestShore Marketing to conduct “topdown” Solutions Marketing” calls where WestShore’s Account Managers track down and conduct non-scripted, peer-to-peer dialogues with senior level personnel at targeted companies. This provides our clients more return on their investment. Any company can discover the “easy” leads where the prospect immediately expresses their interest. The added value WestShore brings is our ability to overcome sales objections, understand what is going on “between the lines”, and create highly qualified leads where the opportunity did not present itself at the beginning of the prospect interview.