

Business Development

Accelerate Your Business in Europe

IT Global Services offers information technology focused companies a comprehensive portfolio of outsourced sales, marketing and operational services across Europe.



information
technology
global
services

Accelerating Opportunities

Our goal is to assist technology-focused businesses in accelerating and optimizing their market development in Europe through a comprehensive range of demand generation and marketing communications services tailored to meet individual requirements.

ITGS Business Development provides its clients with the tools to effectively generate local sales, and implement localized marketing campaigns.

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Direct Marketing and Lead Generation

We work as an extension of our clients' sales team by:

- Creating awareness of our clients' products at multiple levels, and developing a localized interest in their technology and solutions through direct marketing campaigns
- Identifying and delivering qualified sales leads to our clients
- Building our clients' pipeline and ensuring its continued maturity

Marketing Communications

We extend our clients' marketing strategy into localized campaigns by:

- Creating localized branding and messaging
- Delivering the client's marketing program at a local level
- Direct Marketing and Intelligent Telemarketing
- Coordinating and managing Seminars, Webinars, Trade Shows, Advertising, and Newsletters
- Monitoring and managing the response of marketing activities
- Providing reporting on, and analysis of, marketing activities
- Providing channel marketing support services, including:
 - New product announcements
 - Partnership marketing activities

Human Resources

Press Relations

Vendor Representation