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RareAgent Enters Strategic Partnership with ShadeTree Technology

New partnership combines lead generation expertise with telesales performance improvement technology to increase effectiveness of outbound calling campaigns

ATLANTA, GA – July 1, 2009 – Lead generation company RareAgent announced today that it has entered into a strategic partnership with ShadeTree Technology, a leading provider of telesales performance improvement technology.

The partnership combines RareAgent’s lead generation expertise with ShadeTree’s technology platform, which includes its flagship product – Incite2 – a plug-in for salesforce.com that enables telesales professionals to be more efficient and successful at outbound calling campaigns.

“In today’s economy, profitable revenue is even tougher for companies to produce,” said Jim Banks, ShadeTree CEO and strategic advisor to RareAgent under the new partnership agreement. “The traditional sales approach of field reps visiting prospects and clients is no longer cost-effective in a rapidly growing portion of the business environment. Now more than ever, it is critical to lower customer acquisition costs. Outsourcing lead qualification has proven to be a cost-effective way to get more qualified leads in the pipeline and RareAgent is one of the best companies doing this.”

Under the new partnership, RareAgent will increase its service offerings to include sales coaching, persona building and high-level message creation for clients in addition to its current offerings for outbound calling campaigns.

The partnership will also enable RareAgent to substantially increase its core team of agents.

“Our strategy is to provide our clients with profitable revenue at the lowest cost,” said Marge Bieler, RareAgent CEO. “We are excited to combine our lead qualification expertise and highly seasoned sales professionals with ShadeTree’s outstanding technology to ultimately produce greater numbers of highly qualified leads for our clients.”



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About ShadeTree Technology

ShadeTree Technology accelerates inside sales and telesales performance by making the complex job of qualifying leads and selling over the phone easier and more productive. ShadeTree's products are the result of decades of sales experience, groundbreaking research and thousands of consulting hours spent helping customers improve their sales organizations. The company's breakthrough product, Incite2, is the world's first comprehensive solution for improving and managing the inside sales function within sales organizations. For more information, visit www.shadetreetechnology.com

About RareAgent

RareAgent converts expired or unworked sales leads into revenue and profit for your business. Our seasoned sales professionals have decades of experience in a broad range of industries and know how to qualify leads, navigate a prospect's organizational chart, overcome gatekeepers, and research past behavior to drive relevant conversations. RareAgent's research-driven, qualitative marketing feedback and sales coaching provides a high degree of value beyond setting appointments, generating leads and filling your sales pipeline. With RareAgent on your team, salespeople can focus on what they do best – closing business – while RareAgent keeps your pipeline stocked. For more information, visit www.rareagent.com