Your Revenue Engine Partner

B2B Sales
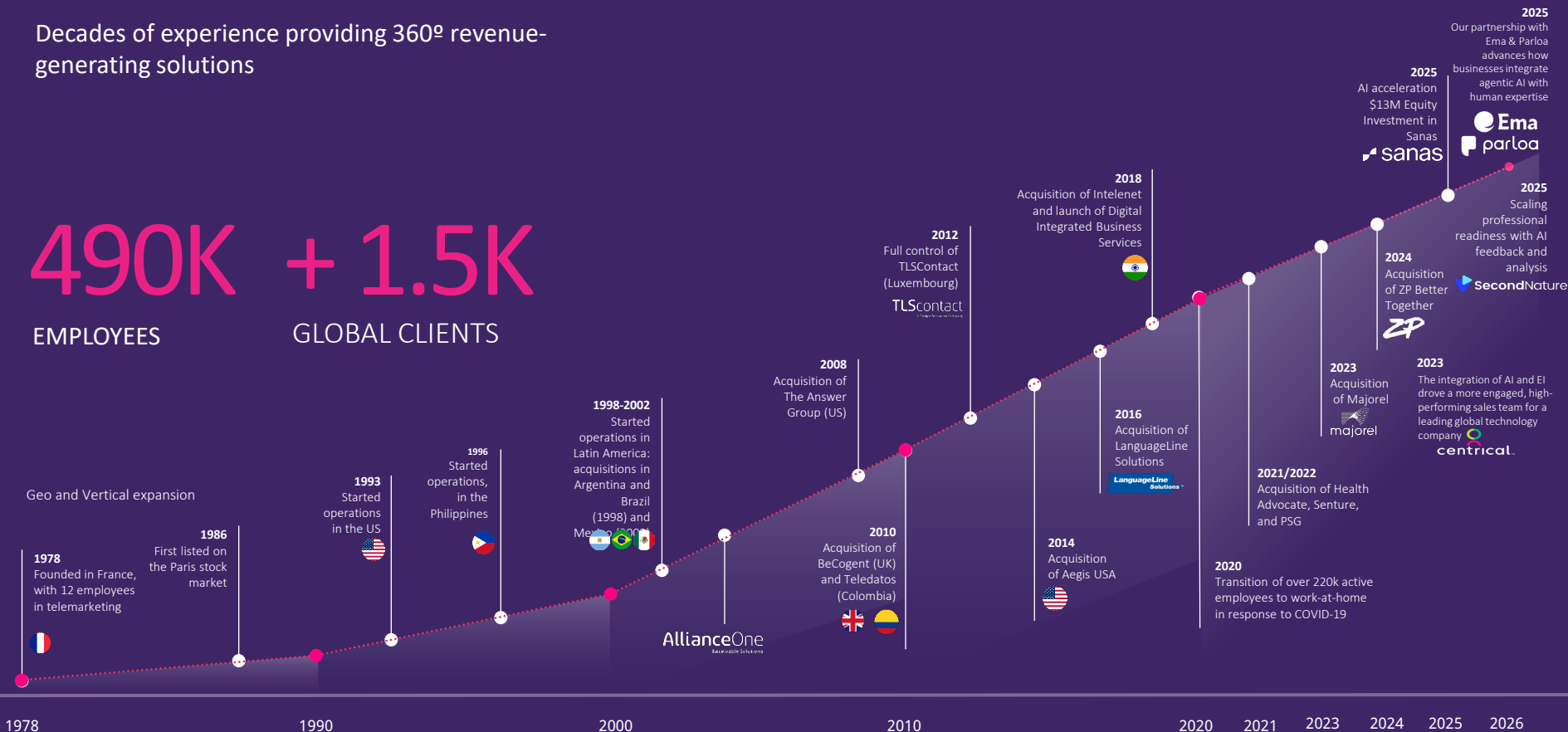
Leading the way through continuous *evolution*

Decades of experience providing 360º revenue-generating solutions

490K
EMPLOYEES

+ 1.5K
GLOBAL CLIENTS

Geo and Vertical expansion

1978
Founded in France, with 12 employees in telemarketing

1986
First listed on the Paris stock market

1993
Started operations in the US

1996
Started operations, in the Philippines

1998-2002
Started operations in Latin America: acquisitions in Argentina and Brazil (1998) and Mexico (2002)

2008
Acquisition of The Answer Group (US)

2010
Acquisition of BeCogent (UK) and Teledatos (Colombia)

AllianceOne
Receivable Solutions

2012
Full control of TLSContact (Luxembourg)

TLScontact

2014
Acquisition of Aegis USA

2016
Acquisition of LanguageLine Solutions

LanguageLine
Solutions

2018
Acquisition of Intelenet and launch of Digital Integrated Business Services

2020
Transition of over 220k active employees to work-at-home in response to COVID-19

2021/2022
Acquisition of Health Advocate, Senture, and PSG

2023
Acquisition of Majorel

majorel

2023
The integration of AI and EI drove a more engaged, high-performing sales team for a leading global technology company

centrical

2024
Acquisition of ZP Better Together

ZP

2025
AI acceleration $13M Equity Investment in Sanas

sanas

2025
Our partnership with Ema & Parloa advances how businesses integrate agentic AI with human expertise

Ema
parloa

2025
Scaling professional readiness with AI feedback and analysis

SecondNature

1978   1990   2000   2010   2020   2021   2023   2024   2025   2026

B2B RevOps as a Service Trends & Increased Outsourcing

Ascendancy of AI & Automation

From Summarization, AI Lead scoring, Book prioritization, Automated outreach, predictive analytics to AI Sales Coach & Pitch Preparation

Dominance of Data-Driven Sales Strategies

Data Analytics / Insights on customer behavior, Market Analysis and Trends, Competitor offering analysis, product sentiment and sales performance to drive hyper personalized Sales

Growing Demand for integrated sales & marketing

Social and Influencer impact, Product and feature webinar marketing, Brand Engagement, Merchant Engagement, AI marketing assets to generate higher quality leads.

Omni-communication rather than Omnichannel

Sales Cycles utilizing video, voice, email, Chat, Collaborative Sharing all in a single sales cycle to drive hyper engagement and trust in the sales cycle

Growing Importance of Data Security & Compliance

Increasing Data Privacy regulations and rising threats of Cybersecurity threats, data compliance and SecOps security are critical considerations in outsourcing decisions

Increasing Importance of Sales Enablement

Tools, Resources, Training, Coaching and AI powered tools to drive consultative selling, faster onboarding and Speed to competency and better alignment between internal and outsourced teams is critical to improved sales effectiveness

+47

Years in sales outsourcing

working with leading global brands

+100

Customers globally in
12 industries

$10B +

Material impacting
revenue under
management

^10%

Conversion rate increase

100+

AI & analytics tools to enhance and
optimize sales performance

Sales productivity boost

122%

Pipeline growth

220%

The Five Pillars for Sustainable Performance

Operational Sales Excellence

Anchored in operational cadence, objective alignment, and global career growth, focusing on excellence.

Agility & Execution

Powered by global collaboration, agile innovation, and expert leadership.

Grounded in data insights and powered by technology transformation

Delivering Results

Guided by data, transparency, and a focus on adaptation, celebrating success and learning from failure

Talent Excellence

Built on culture, high-engagement, and lasting talent development maximizing tenure.

Culture & Leadership

Driven by strategy, built on world-class facilities, strong leadership, and true partnership

What sets us apart

Structuring Growth

High-Performing Teams

Firepower in action

Laying the foundation

Maximizing your ROI at the
core of our solutions

Ensuring you meet your sales goals aligning
solutions to your customers pains.

Drive
Productivity

Data Driven
Sales
Operations

Increase
Revenue

Target
Operating
Model

ROI

Sales
Analytics

Optimize
Cost

Sales
Culture

Customer
Lifetime
Value

Sales
enablement

Brand
ambassador

Driving
results

Enhancement
structure

Hiring Right
Sales DNA

AI enhanced
analytics tools

SALES COE

True
partnership

Proprietary
processes

Attractive
reward policies

What are the types of sales we do?

Integrated Lead Solutions

Our holistic approach to B2B leads integrates seamless digital experiences, targeted digital marketing, powerful marketing technology & automation, strategic account-based marketing initiatives, and engaging content to generate high-quality leads and drive revenue.

B2B Sales Engine

Our integrated B2B sales engine drives revenue through robust pipeline generation activities, successful new business acquisition, sales support and optimizing team performance, and strategic account management for long-term client success.

Channel Partner Acceleration

Hiring the right talent, onboarding the right partners, dedicated partner management to foster strong relationships, comprehensive success and enablement programs to drive their performance, and impactful partner marketing to generate joint opportunities.

Customer Journey Optimization

We optimize every stage, from smooth onboarding and implementation to effective activation and enablement, readily available customer support, streamlined renewals, and strategic win-back and reactivation programs to reignite relationships.

Operational Revenue

A robust operational foundation built on comprehensive data analytics and reporting, unified data integration and management, reliable forecasting and planning, a high-performing tech stack optimization, and innovative generative AI automation to unlock new levels of efficiency and growth.

Strategic Revenue

A robust revenue engine through comprehensive revenue strategy and design, in-depth CX strategy and journey mapping to optimize customer experience, aligned sales and CS strategy for seamless customer engagement, and effective go-to-market strategy to capture market opportunities.

Solutions
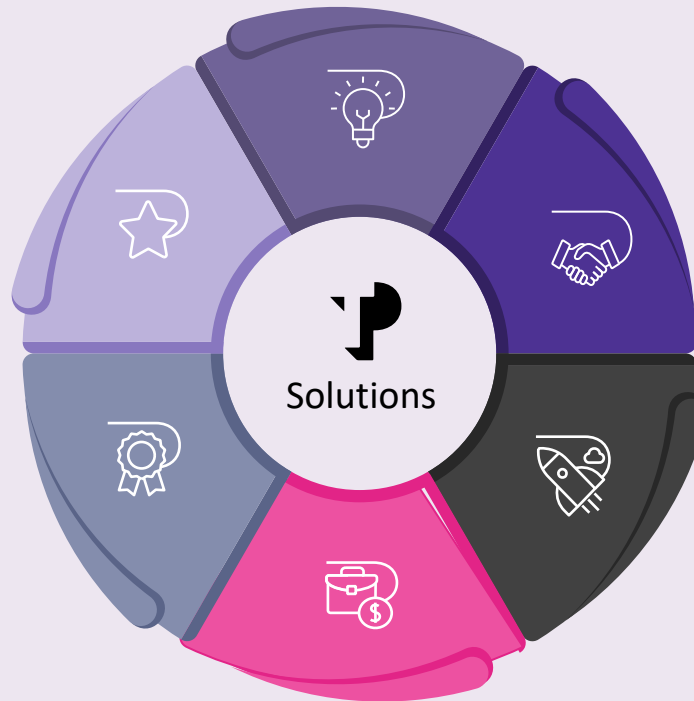
1,000+ Total GTM Users
14,000+ Estimated

Sales Hours Saved

This is just the beginning...

Let's make it happen!

B2B Sales