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MarketReachResults.com
🔍 QUALIFY. 💬 ENGAGE. 📄 CONVERT.

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OUR MISSION

MarketReach is committed to improving outreach between businesses and their ideal prospects, while proving the impact such communication has on the bottom line. We strive to build long-term relationships with businesses of all sizes, in diverse industries by acting as an integral sales partner. Our core values are based upon integrity of service and transparency in our processes to achieve performance-driven results.



AS FEATURED IN (PRESS QUOTES)



Forbes
com

SUCCESS

Money, work and the business of life

**THE
WALL STREET
JOURNAL**

 **NBC NEWS**

"Customers tend to expect pushy, one-dimensional salespeople. Break that mold. Just when the client seems to be at an intractable crossroad, throw down something like, 'This really may not be right for you, or I'm not quite sure that you're in the right place now for what I'm offering,' says Amanda Puppo, founder of MarketReach, a marketing company. You'll seem more genuine, and your offer will be more appealing."

"As a sales organization, one of the most important things we do is set realistic sales goals. When you overinflate your expectations, right off the bat you've lied to people. Furthermore, 95 percent of employees are not going to make those numbers; they'll be disappointed, they'll go home feeling like garbage and you'll have high turnover. People want to be spoken to straight. They want to feel good about what they do."

"Consider Amanda Puppo. Ms. Puppo, owner of MarketReach., was named the area's Young Entrepreneur of the Year in 2004 by the U.S. Small Business Administration and has been a finalist for two other high-profile prizes. Now, Ms. Puppo is pivoting to smaller contests where her odds improve. 'I'm not going to join another general business competition where there are 5,000 other entrepreneurs,' says the 35-year-old entrepreneur. Next year I'll probably enter the local '40 under 40' competition, where I'm more likely to win because there's a smaller pool. "

"Amanda Puppo, CEO of MarketReach, only had to make minor adjustments for the older workers at her N.J.-based company, which provides telephone marketing solutions. 'The older midlife women tend to want it a bit colder, she says. The older men need it a bit warmer - go figure.' The solution? Puppo had fans installed at individual workstations."

EXECUTIVE BIOGRAPHY

Amanda Puppo is the Founder and CEO of MarketReach Inc., a boutique agency specializing in high-level prospecting and appointment setting services, based in Central New Jersey.

Puppo graduated from SUNY Albany in 1997, with a degree in English Studies. Two months prior to her expected matriculation at law school, Puppo felt a calling toward a career in sales and marketing. She spent three years after graduation in corporate America, working for MarketSource in Management, and ADP as a Marketing Consultant and Sales Representative. During her employment at ADP, she mastered a skill that nearly everyone hates — cold calling. Her mastery of the art would inspire her business, and fulfill a specific need in the marketplace.

In March 2001 at the age of 26, Puppo attended a Chamber of Commerce meeting, where she delivered a 30-second pitch: “We do the cold calling that you and your people don’t have the time, interest and perhaps the skill, to do.” Seven people handed her their business cards that day, and MarketReach Inc. was officially born. At its inception, MarketReach Inc. was launched in Puppo’s apartment in East Windsor, New Jersey.


She launched her first office on Main Street in Hightstown, New Jersey in 2003. The steady growth eventually found MarketReach in its current location in Lawrenceville, where it has operated since 2009.

Today, Puppo maintains an active role in her company, community and industry. She oversees the daily operations of her growing staff of 20 employees, and takes a hands-on approach with client relations.

In the community, Puppo’s achievements include a Staples store dedication in Cherry Hill, New Jersey. In her free time, she volunteers for The Rutgers Entrepreneurial Program and lends her teaching skills to the youth of Junior Achievement. Professionally, Puppo has been named “Young Entrepreneur of the Year” by the US Small Business Administration (SBA). She is an active member and former President of the NJ Association of Women Business Owners (NJAWBO), and an active member of the Women Presidents’ Organization, the Professional Association for Customer Engagement (PACE) and The Mid-Jersey Chamber of Commerce.



BOILER PLATE



MarketReach Inc. is a boutique-sized marketing agency, specializing in B2B telemarketing, appointment setting, and integrated marketing solutions. For 20+ years, MarketReach has helped businesses of all sizes in diverse industries develop campaigns that are targeted, trackable and timely. MarketReach is located at 168 Franklin Corner Road Bldg 1, Ste. 230 Lawrenceville, NJ 08648. For service inquiries, contact (609) 448-6364 Ext. 100, or visit us online at www.MarketReachResults.com

FACT SHEET

20+ Years in Operation

12 Unique Sales Principles (with our Proprietary Method)

50,000+ Quality Appointments Scheduled

600+ Satisfied Clients

WOMAN Owned & Operated

CLIENTS

From Start-Ups to Fortune 500 companies, MarketReach has served businesses of all sizes, in diverse industries. Clients include:



Learning
Solutions



Nestlé

Good Food, Good Life



UNITED STATES
POSTAL SERVICE

KEURIG
GREEN MOUNTAIN



MARS
incorporated



Georgia-Pacific

CERTIFICATIONS & AWARDS

Certifications



SAM: Certified Woman-Owned and Operated in the State of New Jersey.

SBA: MarketReach Founder, Amanda Puppo, named: "Young Entrepreneur of the Year"



SAM: Certified Woman-Owned and Operated in the State of New Jersey.



The Stevie Awards: "Most Innovative Company of the Year" and finalist for "Best Young Entrepreneur"

Staples: Store Dedication in Cherry Hill NJ, to CEO Amanda Puppo.

Awards

MEMBERSHIPS & VOLUNTEER

Memberships



**Professional Association of
Customer Engagement**



Women Presidents' Organization



Mid Jersey Chamber of Commerce



Volunteer



**Professional Insurance
Agents**



Junior Achievement



**Rutgers Entrepreneurial
Society**

ALL SERVICES



B2B Telemarketing, Appointment Setting and Lead Generation: Highly-qualified and well-vetted leads / appointments for B2B sales. Campaigns include qualifications calls, re-activation, appointment setting and beyond.



Marketing Solutions: Brand development, content development and strategy, graphic design, newsletter development, direct mail and more.



Prospect List Management: List development, data acquisition, data enhancement, data entry and database clean up.



Training Workshops: In-house appointment setting and sales closing techniques.



Research & Reporting: Data enhancement, list development, market research, competitive analysis, surveys and more.



Inbound Call Services: Customer service, add a sales edge to service calls, manage and route inquiries, and building rapport.

CONTACT



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