

The Global Associates Launches ‘TGA Outreach’ – A Proprietary Sales Engagement Platform Enhancing B2B Lead Generation

Hyderabad, Telangana Feb 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - The Global Associates (www.theglobalassociates.com), a leading provider of B2B lead generation services, proudly announces the launch of **TGA Outreach**, its proprietary **Lead Generation platform** that seamlessly integrates CRM capabilities with marketing automation. This cutting-edge platform is designed to enhance service efficiency, ensuring clients get **more value** from their engagement.

TGA Outreach is the result of The Global Associates’ commitment to innovation, streamlining lead generation processes while **optimizing sales and marketing efforts**. The platform offers a centralized system that automates outreach, tracks prospect interactions, and provides **real-time insights** for improved decision-making.

TGA Outreach combines CRM, sales automation, and marketing automation into a single intuitive interface, enabling businesses to manage leads, track interactions, and streamline sales pipelines effortlessly. It enhances engagement through AI-powered insights and provides real-time analytics for improved forecasting.

“With **TGA Outreach**, we’re not just enhancing our internal efficiency—we’re revolutionizing how businesses **connect, engage, and convert prospects**,” said Jhumki Pandey Sinha Roy, Director, Strategy & Operations at The Global Associates. “By offering a **smarter, more automated**, and **data-driven** approach, we ensure our clients achieve **higher ROI** and experience **better outcomes** from their lead generation efforts.”

The launch of TGA Outreach underscores The Global Associates’ **dedication to continuous improvement**, reinforcing its position as a leader in the **B2B Lead Generation ecosystem**. The platform is now live, promising to **redefine** the standards of outsourced lead generation and sales engagement.

For more information, visit www.theglobalassociates.com or contact **Rohini Kannan** at rohini@theglobalassociates.com

About The Global Associates

The Global Associates is a premier B2B lead generation firm specializing in **appointment setting, content marketing, personalized outreach, and event marketing**. With a deep understanding of **complex sales cycles**, The Global Associates delivers **qualified leads and tangible results** for global clients across industries.

Media Contact

The Global Associates

*****@theglobalassociates.com

08099839839

Tresorie, 1st Floor, Apeejay Business Centre, The Park, 22, Raj Bhavan Road, Somajiguda,
Hyderabad, Telangana – 500082, 1st Floor, Apeejay Business Centre

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