

# The Global Associates Sets New Standard in AI-Powered, ISO-Certified B2B Lead Generation



**Hyderabad, Telangana Jun 12, 2026 ([IssueWire.com](https://www.IssueWire.com))** - The Global Associates (TGA), an ISO 9001:2015 certified, AI-powered B2B lead generation and appointment setting company, is enabling enterprise and mid-market revenue teams across the USA, UAE, Europe, and Australia to build predictable outbound pipelines — without expanding in-house SDR teams.

TGA delivers end-to-end outbound pipeline generation — from ICP definition and account research to multi-channel outreach, SDR-as-a-Service, and calendar-confirmed Appointment Qualified Leads (AQLs). Its ISO 9001:2015 certification provides clients a formally auditable QMS across every stage of pipeline delivery.

### **AI-Powered Prospecting Meets ISO-Certified Quality**

TGA's prospecting engine integrates firmographic, technographic, and real-time buying signals — funding rounds, hiring surges, intent data — to identify and engage high-fit accounts. Multi-touch cadences across email, LinkedIn, and phone move prospects to sales-ready appointments, delivered directly into the client's CRM. Every step is governed by TGA's ISO 9001:2015 certified QMS, covering outreach quality standards, SLA adherence, lead qualification benchmarks, and continual improvement protocols.

### **GTM Ready — SLG, PLG, and Hybrid Motions**

[The Global Associates](#) supports Sales-Led Growth organisations as a fully outsourced BDR/SDR layer, and layers targeted outbound on product usage signals for PLG and hybrid GTM models. The model integrates natively into RevOps stacks — aligning with CRM, MAP, and ABM workflows to improve pipeline velocity, coverage ratios, and quota attainment without a proportional rise in CAC.

### **Serving Revenue Leaders Across Four Continents**

TGA partners with VP Sales, CROs, Heads of Growth, and Founders across SaaS, IT services, Fintech, Professional Services, and Manufacturing — with time-zone-aligned delivery across North America, the Gulf, Europe, and Asia-Pacific. GDPR-compliant frameworks apply for European engagements; ISO 9001:2015 certification meets formal quality benchmarks for US and UAE enterprise procurement.

### **Leadership Perspective**

*Predictable pipeline is not a volume game — it is a process game. Our ISO 9001:2015 certification is the proof of that discipline. Combined with AI-powered prospecting, we give revenue leaders a repeatable, accountable GTM execution system that delivers SQLs and AQLs, not just activity metrics.*

### **About The Global Associates**

The Global Associates (TGA) is an ISO 9001:2015 certified, [AI-powered B2B lead generation](#) and appointment setting company headquartered in Hyderabad, India. TGA helps enterprise and mid-market organisations across the USA, UAE, Europe, and Australia build qualified outbound pipelines

through ICP-driven prospecting, signal-based outreach, multi-channel cadences, and appointment setting — all under a formally certified QMS.

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