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**MindCircuit Launches Outsourced Inside Sales Company**

Framingham, MA - MindCircuit, an innovative recruiting company founded by technology professionals for technology professionals, has applied its unique business model to the lead generation business for technology companies. **SalesCircuit** offers a new approach to outsourced lead generation.

Traditional lead generation companies rely on low-paid dialers to make cold calls and generate leads, which does not always deliver the right impression to the savvy buyer or deliver the expected results. Borrowing a page from the MindCircuit business model, SalesCircuit uses technology professionals as a core part component of the lead generation process.

"I like to call it 'extreme' lead generation," says Gary Noke, Founder and Managing Principal of SalesCircuit. "BDRs (Business Development Representatives) work in hand-in-glove with technology SMEs, sometimes in the same cube. The dialer pounds the phones and gets past the gatekeepers. As soon as the right person gets on the line, the call is transitioned to the technologist who has a much better understanding of what he is selling."

Unlike most lead generation firms, SalesCircuit charges based on results instead of charging fees for leads or appointments that may not be qualified.

The methodology appears to be catching on. In its first few months of business, the new company has signed up IDC, Bullhorn, Glasshouse Technologies, and Awareness Networks.

And the recruiting business? "MindCircuit is smaller but we still have a strong following of loyal customers," Noke said. "We are simply responding to the realities of the marketplace. SalesCircuit is a counter-cyclical business that offers our clients a service they need now. When conditions turn up and they need talent to serve all those new customers SalesCircuit gets for them, MindCircuit will be here to help them grow."

*MindCircuit is an innovative recruiting company founded by technology professionals for technology professionals. [www.mindcircuit.com](http://www.mindcircuit.com). For more information about SalesCircuit, visit [www.salescircuit.net](http://www.salescircuit.net).*

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