



REVENUE GENERATION

Fueling growth through data-led sales



The fight for customers has never been fiercer. Longer sales cycles, lower conversion rates, and increased competition mean sales teams must work harder than ever to stand out and grow revenue.

TTEC's revenue generation solutions leverage more than 40 years of experience serving B2B and B2C markets – combining AI-driven insights, award-winning sales strategies, and global scale to drive revenue fast, and make it last.



2025 Gold Stevie®
Award winner for
Innovation in Sales

From insights to impact: Solutions that drive results

Take sales to the next level with AI-powered insights, cutting-edge technology, and proven best practices.



Data-driven decision making

Every sales motion is backed by analytics, ensuring precision-targeted revenue strategies.



Seamless integration

Whether augmenting existing sales operations or deploying a full-service solution, we operate as an extension of your brand.



End-to-end revenue acceleration

From lead generation to customer conversion and retention, we optimize every stage of the sales funnel.

Sales success, backed by results

\$3.2M

in potential new sales
revenue in 3 weeks

8X

ROI

53%

faster sales coaching process

90%

increase in email open rate

65%

increase in monthly sales
per salesperson

Source: TTEC clients

Powerful revenue boosters spanning 5 key areas

1

Inside sales and revenue growth

Technology and tools that easily
integrate into existing systems

- Advanced analytics
- Sales tools and best practices
- Scalable sales ecosystem
- Personalized engagement plans

2

BDR and SDR-as-a-service

A scalable salesforce when you
need it

- Sales training experts
- AI-powered sales enablement platform
- Customer lead generation strategy
- Prospect engagement and nurturing

3

Service-to-sales optimization

Turn service calls into revenue
opportunities

- Conversational AI to detect buying signals in service interactions
- Analysis of 100% of customer interactions
- Sales treatments customized to lifecycle and persona
- Continuous optimization through analysis and feedback loops

4

Enterprise account management

Drive long-term value through
cross-selling, upselling and
retention

- Retention tools that reduce attrition and increase engagement
- Personalized digital and human support at every stage
- End-to-end programs from onboarding to renewals to expansion
- AI-powered insights to identify upsell and cross-sell opportunities

5

Ad sales as a service

Sell digital ad space with speed
and scale

- Persona-driven targeting, media strategy and outreach
- 30-day white-glove onboarding and abandoned cart follow-up
- ROI-focused spend optimization and campaign support
- Analytics-driven outreach to recover and grow accounts

Unlock next-level growth

Contact our sales
experts today



ABOUT TTEC

We are TTEC (NASDAQ: TTEC). The architects and builders of next-generation customer experiences. For over four decades, we've been shaping and redefining what it means to connect brands with their customers: Seamlessly, intelligently, and with lasting impact. We partner with the world's most iconic and disruptive companies to design and deliver AI-powered, digital-first experiences that don't just serve customers, but exceed their expectations. Every interaction. Every touchpoint. Every time.

TTEC Engage is our front-line engine delivering AI-enabled services that include customer engagement, acquisition, tech support, fraud prevention, back-office and more. Our TTEC Digital division builds the future of CX, crafting omnichannel platforms, CRM solutions, AI-driven insights and analytics that power smarter, more personal engagements. Operating across six continents, we fuse technology and human empathy to turn challenges into opportunities, interactions into relationships, and brands into legends. Bringing humanity to business is our purpose. Excellence is our standard. And the results? Happy customers. Stronger businesses. Unstoppable growth.

Join us. Experience the bold CX revolution at [TTEC.com](https://www.ttec.com)