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PRESS RELEASE



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PEAK Sales Consulting Opens Office in Las Vegas

March 1, 2002, Las Vegas, NV. — PEAK Sales Consulting, LLC, a firm specializing in working with business executives to develop and implement business and sales processes, has opened their office in Las Vegas this month. Their focus is to help sales managers improve sales revenue, reduce sales cycles, generate predictable forecasts, enhance lead flow management, develop meaningful management reports, create superior sales metrics, and produce exceptional sales results. “I have worked with hundreds of companies from the vendors’ perspective and found that the biggest problem is typically not with the technology, but rather with the process. Many companies either have ineffective processes or no processes at all,” says PEAK’s President, Russ Lombardo. PEAK Sales Consulting will work with a company to help design a sales process that includes the Sales, Marketing and Support functions of the business, and then help implement it throughout their organization. “We concentrate on helping to ensure businesses are doing the right things to address their customers’ needs so they can develop a life-time relationship with them. Ultimately, we help sales executives exceed their goals.” explains Lombardo.

Russ Lombardo has over 28 years in the high-tech industry in a variety of positions including executive management, sales, marketing, product marketing and management, and systems analyst. Since 1994, he worked for major CRM and SFA vendors, such as SalesLogix (now Interact/Sage) and GoldMine Software (now part of FrontRange Solutions), as a successful sales and marketing executive and sales rep. He designed and implemented sales processes using the latest technologies and has worked with hundreds of companies on their sales process requirements.

As the former Director of National Sales for GoldMine Software, Mr. Lombardo built and managed large sales organizations that included corporate-based inside sales reps as well as outside sales reps, dispersed throughout the United States as a remote sales force. He has personally lived through end-user experiences as well as those of many companies from a needs-analysis viewpoint right through to implementation. He is also the author of the book entitled “CRM for the Common Man” which explains how to plan for and apply a CRM strategy for your company.