

**FOR IMMEDIATE RELEASE**



**PRESS RELEASE**

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**Peak Expands By Partnering With Technology Leader StarCare**

**June 1, 2002, Las Vegas, NV.** — Peak Sales Consulting, LLC, a sales consultancy firm located here, has partnered with StarCare Systems of Alexandria, VA to share resources, services and products. In addition to offering sales process consulting and training, Peak will now be offering customers a full suite of CRM (Customer Relationship Management) applications to handle marketing, sales and support (help desk) solutions in the Southwestern U.S. regions. “By offering technology solutions using powerful, yet easy to use, products such as GoldMine and Netilla, we can now provide clients with a full solution; from developing sales processes, to sales training, to sales technology. This will make us both (Peak and StarCare) more of a one-stop shop for our customers,” explained Russ Lombardo, President/Owner of Peak Sales Consulting.

Joe Cameron, President/Owner of StarCare Systems added, “We now have the capability to help our clients even more by providing sales processes and sales training in order to derive full benefits from the technology they purchase. This will help them arrive at a much more attractive ROI (Return-On-Investment) more quickly than ever before.” Peak Sales Consulting will operate as a branch office of StarCare out of Las Vegas.

**About PEAK Sales Consulting, LLC**

PEAK Sales Consulting, LLC ([www.PeakSalesConsulting.com](http://www.PeakSalesConsulting.com)) is headquartered in Las Vegas, NV. Russ Lombardo, President/Owner of PEAK Sales Consulting, is an experienced sales specialist, speaker and trainer. Russ works with sales executives and sales teams to develop processes for dramatically improving results and increasing revenue. Russ is also the author of, “CRM For The Common Man.” He can be reached at 702-655-5652 or [russ@peaksalesconsulting.com](mailto:russ@peaksalesconsulting.com).

**About StarCare Systems**

StarCare Systems ([www.StarCareSystems.com](http://www.StarCareSystems.com)) is a fifteen+ year old systems design and development company headquartered in Alexandria, VA. StarCare’s business includes custom software design solutions for Customer Relationship Management (CRM), Sales Force Automation (SFA), and network environments, as well as the development of new Web and Internet technologies. StarCare uses industry standards such as Microsoft Windows NT/2000,

GoldMine FrontOffice 2002 and HEAT Help Desk from FrontRange Solutions, SalesLogix, Netilla Remote Virtual Office, and other related products. StarCare offers full and customized solutions including office automation with document control, automated client/prospect control, sales forecasting, sales analysis, client purchasing analysis, phone scripting, E-mail, Time & Billing, Internet Faxing, eCommerce, and more. StarCare can be reached at 703-836-0331 or [Sales@StarCareSystems.com](mailto:Sales@StarCareSystems.com).

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