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PRESS RELEASE



Contact:

Russ Lombardo
PEAK Sales Consulting, LLC
8205 Wooden Windmill Court
Las Vegas, NV 89131
702-655-5652 – Voice 702-655-6536 – Fax
russ@peaksalesconsulting.com
www.peaksalesconsulting.com

Peak Announces Program Designed to Help Sales Professionals

April 12, 2007, Las Vegas, NV. — Peak Sales Consulting, LLC, a sales consultancy firm located here, announced a new offering for sales professionals, referred to as the Sales Coaching Program. For a fixed monthly fee, and no long term commitment, PEAK will spend one day per month on-site with the sales team developing skills, coaching, and mentoring each sales professional and manager. In addition, the sales representatives who are part of the program can call PEAK during the month for help and advice.

Sales reps can benefit from tapping into the experience and skills set of other sales veterans and sales executives to learn how to overcome objectives and solve typical sales challenges. Unfortunately, all sales teams don't have a sales manager at their disposal, or they do, but that manager is too busy to devote enough one-on-one time with each rep. The purpose of this program is to provide a sales team with access to a senior-level sales and marketing executive, without hiring additional resources. "A full-time sales executive can get expensive, and smaller companies can't always afford that level of resource," explains Russ Lombardo, President and Owner of PEAK Sales Consulting. "Retaining a part-time sales coach can help augment an existing sales manager, or even supplement unavailable sales management, without the commitment and expense of a permanent employee," continued Lombardo.

During the one-day visit each month, PEAK will train sales reps on best practices and methodologies, ensure the reps have the appropriate skills set, analyze the existing lead flow system, help develop new sales processes, and coach and mentor the sales team. The on-going "Hot-Line" access during the month provides a continued support line for reps to get additional assistance with sales challenges, as necessary. As a result of working with a sales team, PEAK can also recommend programs and services, such as formal sales training or sales-automation technology, which they can provide as an additional service. "I am happy to be able to provide sales people with a service I know they can use and benefit from in these tough times," concludes Lombardo.

About PEAK Sales Consulting, LLC

PEAK Sales Consulting, LLC (www.peaksalesconsulting.com) is headquartered in Las Vegas, NV. Russ Lombardo, President and Owner of PEAK Sales Consulting, is an experienced sales

specialist, speaker, trainer and writer. Russ works with sales executives and sales teams to develop processes and systems for dramatically improving results and increasing revenue. Russ is also the author of CyberSelling, CRM For The Common Man and Smart Marketing. He can be reached at 702-655-5652 and russ@peaksalesconsulting.com.

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Photo available upon request.