

## **FOR IMMEDIATE RELEASE**



### **PRESS RELEASE**

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### **New Online Forum to Help Sales Professionals**

**April 12, 2007, Las Vegas, NV.** — Peak Sales Consulting, a sales consultancy firm located here, announced the availability of its new Blog dedicated to helping sales professionals and sales managers. Called **Sales Guru Online** (<http://salesguruonline.blogspot.com>), this free site contains articles, tips, links, books, opinions, and more about sales and selling techniques.

Hosted by sales veteran and guru, Russ Lombardo, the **Sales Guru Online** Blog offers an open forum for sales professionals and managers to read about selling techniques and ideas, and to add their comments and opinions to build a community of sales experience and expertise. “As an experienced sales expert myself, I know there is a need for like sales professionals to share ideas, issues, problems, comments, and more. **Sales Guru Online** will be the forum that will include valuable information and knowledge to share, for free,” said Lombardo. In addition to sales techniques and ideas, other topics will include information about new books being developed on selling, related links and blogs, important events and programs for sales people, and much more. “It will definitely evolve and grow over time,” said Lombardo.

Lombardo is also the publisher of the free eNewsletter, “got sales?” ([www.peaksalesconsulting.com/newsletters.htm](http://www.peaksalesconsulting.com/newsletters.htm)) which includes articles and insights on sales excellence and customer retention. “Sales people need to get this monthly eNewsletter or they’ll miss out on valuable information that will help them succeed in sales and to retain their customers,” said Lombardo. He is also the author of two business books, “CRM For The Common Man” and “Smart Marketing.”

#### **About Russ Lombardo**

Russ Lombardo, President and Owner of PEAK Sales Consulting, LLC, is an experienced sales and CRM specialist, speaker, trainer, author and writer. He works with businesses in a broad range of industries who want to increase results by acquiring and retaining customers. As a speaker, Russ presents sales training seminars and customer retention workshops as well as keynote and conference speeches to dozens of audiences every year. Russ’ goal is to help organizations increase their revenue and success by developing world-class sales organizations and outrageously loyal customers. He can be reached at 702-655-5652 and [russ@peaksalesconsulting.com](mailto:russ@peaksalesconsulting.com).