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**PRESS RELEASE**



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**Results Published for Sales Effectiveness and Customer Retention Survey**

*Results show there is still room to improve customer retention strategies, and sales effectiveness could benefit from process development and utilization of technology.*

**February 16, 2004, Las Vegas, NV.** — The 2004 Sales Effectiveness and Customer Retention Survey has been completed and results are now available in a report published by PEAK Sales Consulting. The survey, administered by PEAK, queried CEOs, business owners, Presidents, and Sales executives about recent business trends as they relate to acquiring new customers, management practices, sales force methodologies, and customer retention strategies. The survey results presented some enlightening information about today’s business environment.

“With 70% of the respondents saying they are having difficulties meeting their sales goals, the results exposed some areas that could be the cause,” stated Russ Lombardo, President of PEAK Sales Consulting. Areas where there was room for improvement included an overall lack of sales processes being developed and deployed, a need for sales training programs rather than simply classroom training, and the use of technology to assist with sales and marketing productivity and effectiveness. “With the emphasis today on the customer, it was somewhat disappointing to see that 69% of those surveyed felt they had little or no customer retention strategy in place. That number has to improve for businesses to survive,” concluded Lombardo.

The report is available for \$29.95 in both hard-copy and electronic versions by contacting PEAK Sales Consulting at 702-655-5652 or email at [info@PeakSalesConsulting.com](mailto:info@PeakSalesConsulting.com).

**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 and Owner of PEAK Sales Consulting, is an experienced sales specialist, speaker, trainer and writer. Russ works with sales executives and sales teams to help improve their customer retention and selling skills for increased revenue and success. Russ is also the author of the book, “CRM For The Common Man”. He can be reached at 702-655-5652 and <mailto:russ@peaksalesconsulting.com>.

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Photo available upon request.