



NEWS RELEASE

FOR IMMEDIATE RELEASE
ATTENTION BUSINESS EDITORS

B2B SALES CONNECTIONS EARNS 2 ONLINE MARKETING AWARDS

Canadian Company's Marketing Efforts Receives Public Recognition

Ajax, ON March, 2011 –B2B Sales Connections is pleased to announce that the company has received two awards for their online marketing efforts. In addition to their blog, *A Sales Compass*, being recognized by Proteus B2B Marketing as “One of the Top B2B Blogs on the net”, the company has also been chosen as a 2010 Constant Contact All Star Award Winner.

“We are very pleased to have been recognized this way” said Susan Enns, Managing Partner of B2B Sales Connections. “It shows that not only does our online content bring real value to our website visitors, but also recognizes we adhere to all email marketing best practices and ethics, while still achieving better than average open and click through rates.” she added.

B2B Sales Connections marketing accolades are the result of a unique approach the company calls DRIP Marketing; Directed Relationship Intervention Prospecting Marketing. Managing Partner Robert Weese stated, “Our success is based on following a very simple and repeatable process that anyone can implement to deliver relevant content at the exact time your prospects want it.”

Now more than ever, your online content has to be focused on delivering educational content, not just sales pitches. If your website is just an online repeat of your brochures you are missing a huge opportunity. DRIP Marketing ensures that you stay in frequent contact in order to build a relationship with the prospect so when he is ready to buy, he will think of you first. “It’s like every contact is a drip of water.” said Enns. “On its own, it doesn’t amount to much, but over time, each drip can add up to a very large pool.”

Enns and Weese have a proven track record of success, with over 50 years of combined direct sales, management and executive level business to business experience. Before co-founding B2B Sales Connections, they gained marketing, sales and general management knowledge in the business technology and office equipment industries, as well as the group insurance and broadcast advertising.

For more information, visit www.b2bsalesconnections.com.

About B2B Sales Connections

B2B Sales Connections is a sales coaching website with free sales resources, online sales and sales management training, a specialized sales job board and free resume listing services dedicated to business to business sales professionals. The firm specializes in helping clients achieve greater sales success by focusing on recruiting, training and marketing services for both the employer and employee alike. For more information, visit www.b2bsalesconnections.com.

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