



NEWS RELEASE

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ATTENTION BUSINESS EDITORS

NEW TRAINING PROGRAMS TO FOCUS ON RESULTS

B2B Sales Connections Launch Action Based Sales Training

Ajax, ON October , 2009 –B2B Sales Connections announced the launch of their new sales and sales management training programs today, the Action Plan for Success series. The programs will focus exclusively on improving the sales performance of business to business sales professionals.

“Studies show that 25 percent of sales representatives produce 90 to 95 percent of all sales.” said Susan Enns, Managing Partner and author of the training programs. “If all sales people knew and did what the top 25 percent do, then all sales people would be selling more!,” she added.

Studies show that the average person forgets 90 percent of what they hear in standard lecture based training programs. To improve results, the training courses offered by B2B Sales Connections are quite unique in their format and application as they use what is called action based sales training; an approach with four specific and proven elements that must be combined in order to be successful. “You wouldn’t train a sports team by just having a facilitator talk to your athletes about how to play the game.” said Enns. “Yet that is what most other sales training programs do.”

With downloadable self study courses, interactive online webinars, and on site training programs, the Action Plan for Success series is available to both individuals and corporations. “We want to make effective sales training available to any size sales team and any size budget.” said Enns.

Enns and her business partner, Robert 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 industries.

For more information, visit www.b2bsalesconnections.com.

About B2B Sales Connections

B2B Sales Connections is Canada’s premier niche job board and career training website dedicated only to business to business sales professionals. Founded by successful, experienced 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.

CONTACT INFORMATION:

Susan A. Enns, Managing Partner
B2B Sales Connections
Phone: 613-825-9139
senns@b2bsalesconnections.com

Toronto:
15-75 Bayly St. W., Suite 294, Ajax, ON L1S 7K7
905-426-3394

www.b2bsalesconnections.com

Ottawa:
64 Tedwyn Dr., Nepean, ON K2J 1T8
613-825-9139

