



NEWS RELEASE

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ATTENTION BUSINESS EDITORS

NEW WEBSITE TO FOCUS ON RECESSION-PROOF CAREERS

Two Highly Successful Sales Professionals Launch B2B Sales Connections

Ottawa, ON October 1, 2008 – Susan Enns and Robert Weese announced the launch of a new career website today, B2B Sales Connections. The website will focus exclusively on the sales, marketing and recruiting needs of business to business sales professionals.

“Using our experience as sales leaders along with some innovative technology, B2B Sales will fill an important business need. We believe in supporting growing businesses by supporting sales professionalism,” said Susan Enns, Managing Partner. “As demand for sales and marketing careers increases, we believe the business community and sales professionals alike need this kind of resource,” she added. Recently, the US giant, Jobfox, identified Sales Representative/Business Development as the most recession-proof profession.

B2B Sales Connections will use a detailed prescreening analysis to ensure that each posted job and resume are current and are business to business related. “This is not just another crowded job board, filled with thousands of out of date resumes and job postings,” said Enns. “Our only focus is business to business sales.”

The entire process will accurately match what a sales organization has to offer with what a sales professional requires. The result is that the right sales employer is matched to the right sales employee much more quickly and less expensively than conventional recruiting methods.

Enns and Weese have a proven track record of success, with over 45 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 provides revenue-generating services to sales organizations and sales professionals in the business to business marketplace. 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.

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