

# NEWS RELEASE



## MANARD WARREN & ASSOCIATES ANNOUNCES NEW PROSPECTING TO THE TOP WEBSITE AND BRANDING CAMPAIGN.

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Manard Warren and Associates, Inc. - the nation's foremost leader in executive-access training for sales professionals announced today that they are launching their branding campaign featuring a newly design website, enhanced logo, marketing collateral, capabilities presentation, course catalog and other sales and marketing tools.

"The intent of the new branding campaign and Prospecting To The Top website is to redesign Manard Warren and Associates' overall look and feel and to highlight our signature program – *Prospecting To The Top*<sup>™</sup> and other sales and prospecting training programs" as quoted from Manard Warren, Founder and Owner.

Partnering with Karen Angellatta and Russell Wheeler from Effective Sales Strategies, Manard expressed the desire to have his signature program – *Prospecting To The Top*<sup>™</sup>, their other sales and prospecting courses, client resources and all of their other company information to be housed in one central place – giving his clients a "one-stop shop" website experience. The Prospecting To The Top website offers many new features including a comprehensive course catalog, capabilities presentation highlighting Manard Warren and Associates' offerings, testimonials and results, new staff biographies, client resource center with post-class follow up and support materials, and a sample of clients' results and testimonials.

Manard Warren and Associates' new website reflects the growth in their business and still maintains some familiarity from the previous site. As Mr. Warren stated, "It will continue to evolve as our business continues to grow. We look forward to your feedback about our new site and working with companies to increase their business sales, increase the number of higher level appointments with new contacts and help salespeople differentiate themselves from their competition more effectively."

**About Manard Warren and Associates:** Manard Warren is recognized as one of the nation's foremost experts in executive-access training for sales professionals and increasing salesperson productivity. Manard Warren and Associates specializes in sales and sales management training, training delivery, training design and development, talent assessment, coaching and train-the-trainers and has been in business for over 17 years. Clients include Verizon Wireless, Automatic Data Processing, Time Warner Cable, and Yahoo! HotJobs, to name a few. According to their clients, for every program they deliver clients generally see a 30% increase in new sales appointments per week! **For more information about Manard Warren and Associates, their results and the rest of their offerings, please visit their website at [www.ProspectingToTheTop.com](http://www.ProspectingToTheTop.com).**

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