

NEWS RELEASE



MANARD WARREN & ASSOCIATES ANNOUNCES STRATEGIC ALLIANCE WITH THE WEDGE GROUP.

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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 forming a strategic alliance with The Wedge Group, famous for *The Wedge® Workshop* to augment their existing programs like *Prospecting To The Top™* and *Overcoming Sales Call Reluctance® / Fear Free Prospecting™*.

The Wedge Group has helped hundreds of companies throughout North America improve sales performance using *The Wedge®*. This revolutionary strategy enables businesses to achieve measurable and sustained revenue growth by “wedging out” incumbent suppliers.

Under the new partnership agreement, Manard Warren, Founder and Owner of Manard Warren and Associates and Randy Schwantz, CEO and President of The Wedge Group will work together to sell and service *The Wedge®* and *Red Hot Introductions™* to Manard Warren and Associates' existing customer base. *The Wedge®* is different from traditional sales methods because it shows you how to win more deals by overcoming your biggest barrier - the person who already has the business. If you don't have a strategy to wedge out your competition then you don't have a prospect. This workshop will teach you a powerful way to differentiate your services from your competition to win more new business. *The Red Hot Introductions™* Workshop helps you leverage your greatest asset - your client base, for powerful personal introductions to qualified prospects. Since Introductions are more personal and effective than referrals, an introduction gets you taken to the prospect, usually by someone you both know and trust. The first Manard Warren and Associates' client to take advantage of *The Wedge® Workshop* is Verizon Wireless.

“Partnering with Randy is a great extension of my business and allows my firm to offer several new programs that complement my company's primary offerings of *Prospecting to the Top™* and *Overcoming Sales Call Reluctance® / Fear Free Prospecting™* giving me additional ways to serve my clients,” said Manard Warren, Owner of Manard Warren and Associates.

About The Wedge Group: Founded in 1992 by Randy Schwantz, the industry best-selling author of *The Wedge: How to Stop Selling and Start Winning*, The Wedge Group provides companies a broad range of customized solutions based on creating The Wedge Sales Culture within any sales-oriented environment. The Wedge Group's staff is comprised of sales experts covering the spectrum from small business to the Fortune 500, award-winning training design professionals, and a support staff dedicated to exceeding every client expectation. For more information about The Wedge Group, their results and the rest of their offerings, please visit their website at www.thewedge.net.

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.

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