

# NEWS RELEASE



## MANARD WARREN & ASSOCIATES ANNOUNCES MANARD WARREN TO CONDUCT TRAIN-THE-TRAINER FOR VERIZON WIRELESS.

Dallas, TX ■ June 8, 2009

Manard Warren and Associates, Inc. - the nation's foremost leader in executive-access training for sales professionals announced today that Manard Warren will conduct a customized Train-The-Trainer program for Verizon Wireless Sales Trainers June 8<sup>th</sup> through 11<sup>th</sup> in Irvine, California. This Train-The-Trainer will certify selected Sales Trainers in *Prospecting To The Top*<sup>™</sup> - their signature program and *Overcoming Sales Call Reluctance*<sup>®</sup> / *Fear Free Prospecting*<sup>™</sup>.

Manard Warren and Associates has partnered with Verizon Wireless since its inception in June 2000 and has trained thousands of Business Sales Representatives and Managers in *Prospecting To The Top*<sup>™</sup>, *Overcoming Sales Call Reluctance*<sup>®</sup> / *Fear Free Prospecting* and *The Wedge*<sup>®</sup>.

*Prospecting To The Top*<sup>™</sup> provides salespeople with a **proven and successful prospecting process and the tools to differentiate themselves from the competition**. Documented results prove salespeople will book more sales appointments at the right level, with the right message.

*Overcoming Sales Call Reluctance*<sup>®</sup> / *Fear Free Prospecting*<sup>™</sup> is **the only workshop focused entirely on overcoming the fear of prospecting and self-promotion**. It is especially designed for salespeople, sales managers, marketing professionals, sales trainers,

consultants, business owners, etc. to overcome career-limiting emotions due to Sales Call Reluctance<sup>®</sup>. This highly-respected workshop is used by sales-driven organizations worldwide to manage Sales Call Reluctance<sup>®</sup> in new hires and veteran salespeople alike. It combines accurate diagnosis with field-tested corrective techniques.

The *Wedge*<sup>®</sup> *Workshop* is different from traditional sales methods because **only The Wedge<sup>®</sup> 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. Most prospects see businesses in a particular industry as pretty much the same – whether they are or not. This course will teach you a powerful way to differentiate your services from your competition to win more new business.

**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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