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**PERFORMANCE OPTIMIZATION COMPANY LAUNCHES AS SALESPOP!**

*Raleigh-based company offers unique five-phase approach to sales improvement*

Raleigh, NC—November 14, 2006— SalesPOP! LLC, a value-based sales consultancy focused on sales process optimization, announced today the official launch of their company and website: [www.salespop.biz](http://www.salespop.biz).

The name, SalesPOP!, is an acronym for Sales Performance Optimization Program, a five-phase approach to improving the performance and the alignment of sales and marketing departments. The five phases in the SalesPOP! approach are:

- Fighting Fire with Fire — a diagnostic stage to insure competitiveness that includes: pipeline review with deal coaching; competitive analysis; win/loss analysis; hiring profile and skills assessment; positioning and messaging report
- Priming the Charges — a training stage to improve effectiveness that includes: sales process development and mapping; training; and account planning
- Lighting the Fuse — an implementation stage to increase new business development that includes: value-based messaging strategies; lead generation programs; relationship building skills; and referral programs
- Fanning the Flames — a continuous improvement stage to make companies scalable and to make successes repeatable that includes: best practices programs; account management; and customer retention tools
- Setting Alarms — a reinforcement and measurement stage to instill good habits and increase accountability that includes: coaching sessions; customized assessments; metrics; key performance indicators; and performance alignment

The founders of SalesPOP! come from high-tech sales and marketing backgrounds. Their experience includes start-up organizations that have grown from nothing to huge international organizations. They have taken companies public, they have sold companies, and they have worked with boards of directors and Wall Street analysts. They have large corporate experience, mid-size experience, and small business experience. They have worked in industries as varied as telecommunications, direct marketing, enterprise software, pharmaceutical, and consumer-oriented. They have call center experience, sales experience, marketing experience, management experience, executive leadership experience, and international experience. Further, both founders have a

background in training and years of practice mentoring and coaching sales and marketing personnel to success.

“We founded the company because we believe there is a better life for sales and marketing professionals,” said Craig Pyne, managing partner of SalesPOP!. “My partners and I have spent many years working with sales organizations and we never cease to be surprised at the discontent people have with their jobs. We think this discontent is as a result of them performing less than optimally at what they do. We instill sales processes that act as a roadmap to scalable, repeatable success. The sales discipline remains one of the least understood areas of corporate strategy. It is one of the least taught disciplines in business schools. And yet, it is one of the most important components of business growth.”

The company works with global clients engaged in a complex, high-tech B2B sale and is currently doing work for clients in the financial software, life sciences and telecommunications industries.

### **About SalesPOP!**

SalesPOP! has earned the respect and loyalty of thousands of sales and marketing professionals around the world by showing them a path to personal and professional development. With its unique five-phase approach to performance optimization, SalesPOP! can create a roadmap for business developers to follow to success in the complex sale. By creating a culture of continuous improvement, SalesPOP! gives companies a repeatable and scalable path to growth. SalesPOP! invites you to see how you can help change the world of buying and selling at [www.salespop.biz](http://www.salespop.biz).

### **Contact:**

Craig Pyne  
SalesPOP! LLC  
919.362.8331  
info@salespop.biz