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## **The QMP Group's New Account Portfolio Planning System (APPS)**

### **Repairs the Rift between Sales People and Sales Management Systems**

April 9, 2007, Portland, OR -- The QMP Group, a cutting-edge, Portland-based management consulting firm serving small to mid-size B2B companies ([www.TheQMPGroup.com](http://www.TheQMPGroup.com)), has announced the release of its Account Portfolio Planning System (APPS) – an inexpensive, Excel-based sales and sales management tool that makes traditional CRM systems obsolete.

According to Jerry Vieira, founder and president of The QMP Group, "APPS is all about the sales person's personal success – not some corporate database. Sales people simply hate the chore of entering data with no real personal return. They don't see the connection between the tool and their ability to earn more. APPS fixes that problem. It leads the sales practitioner through the formulation of sound account sales strategies, development of specific highly-efficient action plans and the creation of a solid sales growth plan for their territory account portfolio."

Designed specifically for small B2B business with little or no IT support, APPS gives sales people and sales managers what they really need, a tool to help them:

- 1) Formulate well-conceived account sales strategies.
- 2) Manage a sales opportunity pipeline.

- 3) Create a specific action plans.
- 4) Provide a highly credible forecast.
- 5) Manage and grow a portfolio of lucrative profitable accounts

CRM systems can cost up to \$1,000 per individual license and require lots of IT configuration and support hardware. QMP's simple, yet powerful Excel-based system comes pre-configured to handle OEM component, capital equipment, project-related, systems or repetitive-transaction account sales. It can run equally well on a Microsoft server or a laptop. Linked to Microsoft Outlook, it allows one-click access to a sales person's contact information and email. With a capacity to handle up to 100 accounts and up to 500 sales opportunities per sales person, it provides more than adequate coverage for most any sales territory.

APPS is provided free to participants of the QMP Institute's Sales Training Program. (Visit <http://www.theqmpinstitute.com> to learn about the next classes.) APPS can also be purchased for \$100 a license after a one-hour, on-line custom configuration consultation with a QMP consultant.

APPS has already received kudos from early adopters. Tim O'Brien of Cesari Direct, the direct-response TV marketing company representing George Foreman Grill, OxiClean, and Rug Doctor among others, said, "QMP's APPS system was very simple to load and use and has helped us immensely in managing our business-development opportunities and quantifying our portfolio 'actuals' and 'potentials.' We love it."

For the past 10 years, The QMP Group has helped small to medium-sized companies throughout North America improve their return on investment

and grow their market share through customized consultations and deploying QMP's propriety methodologies, processes, tools and systems.

To interview Jerry Vieira, please contact Patricia Coate at 415-309-2231 or email: [patricia@thoughtleading.com](mailto:patricia@thoughtleading.com).