

# News Release

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For Immediate Release:  
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### The QMP Group, Inc. Announces Consultancy Navigator Program to Assist Startup and Early-Stage Consulting Practices

Portland, OR - March 1, 2008: The QMP™ Group, a Portland, OR-based management consulting firm specializing in business transformations and turnarounds, [www.TheQMPGroup.com](http://www.TheQMPGroup.com), is pleased to announce the addition of the [Consultancy Navigator Program](#) to its suite of service offerings.

The new tutorial program helps practitioners just entering the consulting field meet the early-stage challenges of setting up a successful practice: 1) focusing and clarifying the highest value service offerings and most lucrative markets to target, 2) positioning the principal as a “thought-leader” in their field of expertise, 3) building a high quality pipeline of sales opportunities through cost-effective business development activities and 4) using a disciplined sales process to identify real opportunities and engage clients with high potential for success.

“After speaking at Confab (the Western regional conference for The Institute of Management Consultants) last October, it became apparent that while consultants have a great deal of expertise in their individual specialties, there was a common need for improving how they start and grow their individual practices” said Jerry Vieira, QMP Founder and President. “Subsequently, we were asked by several practitioners to help them with their business challenges. By slightly modifying the tool kit we use with our business-to-business clients, we were able to create an effective approach for consultants—one that got them quickly focused and more productive”, he concluded.

One of the first participants in the one-day program, Rick Thomas, Principal of Activate Leadership, a management coaching and leadership development firm said, “The QMP system and methods forced me to use critical thinking in how I was approaching my business. The program quickly helped me identify the specific strengths of my offerings and where I had to focus for success. The steps in the QMP system are well organized, clearly thought out and allowed me to come to my own conclusions without being ‘told’ what to do.”

The \$695 program is delivered in two modes: first, as four, two-hour on-line interactive tutored sessions, delivered over a four-week period (evenings) and secondly as a full-day workshop at The QMP Institute classroom at 6441 SW Canyon Court on Sylvan Hill in Portland.

For more information, call The QMP Group at 503-318-2696 or visit their website at [www.TheQMPGroup.com](http://www.TheQMPGroup.com) and click on the [Consultancy Navigator](#) link.

*The QMP™ Group, Inc. is a Portland, OR-based provider of market strategy, business development, sales and performance excellence improvement programs for small to mid-sized, business to business firms. For more information about The QMP™ Group, Inc. and [The QMP™ Institute for Marketing and Sales Excellence](#) please visit our website at [www.TheQMPGroup.com](http://www.TheQMPGroup.com).*