

-- Press Release --

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QMP™ Associates, Inc. announces the Market and Sales Excellence Corporate Transformation Program

QMP™ Associates, Inc., a Portland, OR based management consulting firm is pleased to announce the launch of its new Marketing and Sales Excellence Corporate Transformation Program. Designed for small-to-mid-sized, business-to-business enterprises, the one-year program implants into the culture of a client firm a set of disciplines, tools, skills and processes in three interdependent critical areas - Market Strategy, Business Development and Sales.

Jerry Vieira, President and Founder of QMP™ Associates, Inc. said, "Just as firms in the 80's and 90's had to commit themselves to quality transformations to remain competitive, the changed economic and competitive landscape of the 2000's requires firms to rebuild the way they execute their marketing and sales functions. Today's situation requires that marketing and sales initiatives become more cost-effective, predictable, flexible, rapidly deployable and bottom-line results oriented."

This new offering is more than simply a training-and-coaching program. The program produces an improved market strategy and a series of business development initiatives which are launched, measured for impact and adjusted rapidly for optimum impact as the transformation accomplished. This process transformation is particularly effective in achieving market focus, boosting growth, garnering price premiums and identifying product and service roadmaps that the market truly values.

QMP™ 's integrated suite of market strategy, business development and sales process offerings have been delivered to dozens of client companies over the last several years through its Market Strategy Interventions, Multi-Client QMP™ Deployment Programs, The QMP™ Institute training workshops, and a wide range of special consulting projects from merger and acquisition assessments to recruiting.

QMP™ is a market strategy, business development and sales process consulting firm serving the small-to-midsized, business-to-business market. QMP™ is a registered trademark of QMP™ Associates, Inc. and is an acronym for Quality Marketing Process.
