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**The QMP Group Launches Unique Marketing & Sales Certification Program Designed to Train Peak-Performing Leaders in Small to Mid-sized Companies**

Portland, OR – AUGUST 1, 2007 – The QMP Group, a management consulting firm that turns underperforming businesses into reliable profit contributors, ([www.TheQMPGroup.com](http://www.TheQMPGroup.com)) today introduced an innovative and unique boot-camp program designed to turn high-potential marketing professionals into peak performers who can lead their companies to the next level of economic success.

The program, called the QMP Sales and Marketing Excellence Certification Program, is the first ever to offer an integrated market strategy, business development, sales, and performance management process all in one curriculum. Most sales or marketing training programs, commercial or university-sponsored, fail to integrate these key elements, all of which are necessary for a business to realize consistent market penetration and profitability. Other programs also fail to coach and support individuals through an extended period of process deployment and execution.

According to Jerry Vieira, founder and CEO of The QMP Group, "US companies face a serious business situation. New product failure rates run as high as 95 percent. Product innovation is on the decline even though there is increasing urgency to find new viable products to compete in the global economy. Better trained marketing and sales professionals who can consistently make rapid and sound decisions, using proven processes, techniques and effective leadership skills, are the answer."

CEOs have been aware of this problem for years, Vieira noted. According to several recent surveys, many CEO's see their marketing departments as "ill-focused and over-indulged," (Coopers & Lybrand), "unimaginative, generating few new ideas, and no longer delivering," (The McKinsey Company), and "failing to get to grips with commercial realities," (Booz Allen & Hamilton).

"Now CEOs have a solution to these problems: The QMP Marketing and Sales Excellence Certification program. This no-nonsense boot-camp program is for those who simply won't be satisfied any longer with the status quo," Vieira said.

In alliance with RW & Associates, Inc. a local Organizational Development consulting firm, The QMP Group packaged four workshops into the Certification program. Bob Phillips, President & CEO of RW & Associates, said, "Jerry and I both realized that marketing and sales process disciplines need to be planted in a strong culture of honesty, integrity and performance management for lasting,

long-term impact. The RW & Associates 'Straight-Talk' workshop filled out that need."

CEOs and owners of small-to-mid-sized companies are invited to nominate high-potential candidates for assessment. Candidates will be pre-screened and interviewed for probability of success with report back to the managing supervisor prior to sign-up. Programs are completely individualized, begin on sign-up and run six months, comprising five one-day individualized classroom sessions, required company-relevant project activity and on-line and face-to-face personal coaching and support between workshops. In addition to addressing the company's most critical marketing and sales issue, attendees will come away with tools to discover strategic insights, perform rapid and accurate problem diagnoses, formulate rapid turn-around initiatives, and develop team-building skills, leadership techniques and execution tools.

Cost is \$24,950 per participant and classes are held at The QMP Institute on Sylvan Hill in Portland, Oregon. To sign up for the program, call 503-318-2696.

The QMP Group and RW & Associates clients have included a wide range of large, medium and small companies, including ALDI, AMI Semiconductor, Air BP, Bank of the Cascades, Cascade Microtech, Compli, DuPont, Inovise Medical, Leitch Technology, Micro Power Electronics, Planar Systems, The Standard, Santa Clara Water District, and United Pipe & Supply.