

-- Press Release --

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QMP™ Associates, Inc. announces the creation of the QMP™ Training Institute

Quality Marketing Process (QMP™) Associates, Inc., a Portland-based management consulting firm announced today the formal opening of the QMP™ Training Institute, dedicated to building performance excellence in market strategy, business development and sales in small-to-midsize, business-to-business firms.

The QMP™ process and the supporting QMP™ Institute's workshop offerings comprise an integrated suite of processes, software tools, skills and disciplines that cover the full spectrum of marketing – from market strategy through sales. The process is based on the latest in empirical market strategy research, military strategy diffusion science and sales theory. However, the tools are easy-to-use and learn, practical and the processes easy-to-integrate into a firm's normal business flow.

The current suite of one and two-day QMP™ Institute offerings includes both open-enrollment and company-specific workshops:

- The QMP™ Market Strategy and Business Development Workshop
- The QSP™ Sales Skills and Process Workshop
- Marketing and Sales for Non-Marketing and Sales Managers
- The PMP™ Performance Management Process
- The Multi-Client QMP™ Process Deployment Workshop Series

The QMP™ process is increasingly being adopted by business-to-business firms in the Northwest, Bay Area, Dallas, TX and as far East as Montreal. About 30 clients have adopted the QMP™ process in three years and over a thousand business-to-business professionals have been exposed to it through executive lectures, workshops and consulting engagements.

"The Institute is dedicated to making the latest in proven marketing and sales science readily and affordably available to practitioners in easy to use formats, processes and tools." said Jerry Vieira, Founder and President of QMP™ Associates, the Institute's parent firm. "Alternative approaches to learning these concepts would take a minimum of 6 to 12 weeks at most universities and provide only a conceptual framework. What makes QMP™ workshops different are a) the easy to use, scientifically sound and field-proven tools, b) the speed of the learning process c) their immediate applicability, and d) the value provided for the commitment of time and financial resource. That value and speed of applicability translates to accelerated cash flow," he concluded.

Course offerings, times, dates and locations are available on the company's web site at www.qmpassociates.com.

QMP™ Associates, Inc. provides market strategy, business development, sales-process and performance management consulting and training services to small to midsize business-to-business firms. More information can be obtained at www.qmpassociates.com