

# -- Press Release --

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## **QMP™ Associates, Inc. announces the Value Assurance Program for QMP™ process adopters**

Quality Marketing Process (QMP™) Associates, Inc., a Portland-based management consulting firm announced today the introduction of the QMP™ Value Assurance Program for current practitioners of the QMP™ market strategy, business development, sales and performance management processes. This new program is a support-service offering designed to assure the rapid deployment, accelerated economic impact and reliable fan-out of QMP™ executive workout-generated market initiatives, business processes and disciplines.

"This offering was formulated after we recognized that some clients were not as efficient as they could be in the strategy deployment phase of QMP™ adoption", said Jerry Vieira, QMP™ President and Founder. "After a concentrated management team effort in a QMP™ executive market strategy workout or training initiative, there needed to be continued coaching, guidance and an execution roadmap to assure that the new strategy or process achieved economic traction quickly", he added.

QMP™ 's integrated suite of quality-based market strategy, business development, sales process and performance management disciplines are 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 client engagements.

"Front end adoption by firms was happening fast and we realized we were depending too much on a client's internal, and relatively inexperienced, resources to take the lead and just "know" what was required for effective and rapid deployment. We simply weren't dedicating enough focused effort to helping and assuring client deployment and follow-through. We now have an answer to that need and we are excited about both the approach and the positive implications it will have on our clients' accelerated success," concluded Vieira.

The offering is available at three levels of support, depending on the extent of the organizational change required, the geographic dispersion of the strategy or process deployment, and the in-place experience of the team. The support package includes all the management activities needed to rapidly coalesce, refocus and deploy resources, assign specific ownership and actions, conduct hands-on deployment work-sessions and monitor and measure impact.

*QMP™ Associates, Inc. provides market strategy, business development, sales-process and performance management services to small to midsize business-to-business firms through a wide range of Executive Strategy Workouts, Consulting Services and the Training Programs delivered through the QMP™ Training Institute. More can be learned at [www.qmpassociates.com](http://www.qmpassociates.com).*

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