

News Release

Training Industry magazine names The Sales Board a “top-20” 2011 sales training company

(March 14, 2011, Minneapolis) The Sales Board, a creator of U.S. and international sales training programs that is based in Minneapolis, was named a top 20 sales training company for 2011 by *Training Industry* magazine.

To achieve this ranking, The Sales Board had to demonstrate excellence in:

- Breadth and innovation in services and delivery methods offered
- Industry recognition and impact on sales training industry
- Strength of clients served
- Geographic reach and participants trained
- Company size and growth potential



The magazine, available at TrainingIndustry.com, frequently reviews, surveys and assesses sales training companies that provide services to the corporate marketplace. Intended to assist buyers of training services, the Top 20 list is designed to support the corporate procurement process by aiding in the evaluation of potential training providers.

Besides offering sales training programs, The Sales Board, founded in 1990, is an information source on sales management training, sales skills assessments, sales certification programs and sales books. Its website is www.TheSalesBoard.com.



News Release

Action Selling named to *Training Industry* magazine “top-20” 2011 sales training companies

(March 14, 2011, Minneapolis) Action Selling, a creator of U.S. and international sales training programs and learning systems, was named a top 20 sales training company for 2011 by *Training Industry* magazine. Action Selling is based in Minneapolis, Minnesota.

Selection to this year's Top 20 Sales Training Companies was based on the following criteria:

- Breadth and innovation in services and delivery methods offered
- Industry recognition and impact on sales training industry
- Strength of clients served
- Geographic reach and participants trained
- Company size and growth potential



Doug Harward, CEO Training Industry, Inc., said, ““These companies are the best of the best for improving your company’s top line by enhancing the effectiveness of your sales organization.”

Action Selling, founded in 1990, has trained 350,000 sales reps in 3,000 companies in the U.S. and internationally. Action Selling’s purpose is to transform sales organizations into more productive and efficient engines of revenue growth, using sales management training, sales skills assessments, sales certification programs and sales books. Its website is www.ActionSelling.com.