



Media Alert

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Training Expert Julie Thomas Shares Secrets to Sales Success

Author of "ValueSelling: Driving Sales Up One Conversation At A Time" to address Office Depot Success Strategies for Business Women and Selling Power Sales Leadership conferences

RANCHO SANTE FE, Calif., Feb. 14, 2007 – [ValueVision Associates](#), a leader in competency- and process-based training for escalating sales performance, today announced President and Chief Executive Officer, Julie Thomas's participation in two leading business conferences. Thomas, a noted speaker, author and consultant, will offer sales executives and women business owners tips and techniques to boost their sales skills and effectiveness in any situation by using the ValueSelling Framework™, a simple yet powerful sales methodology.

WHAT: [The Office Depot Success Strategies for Businesswomen Conference](#) is one of the nation's most prominent events for women business owners and corporate female professionals. The conference will be held in six U.S. states ranked in the top 10 for percentage of majority women-owned firms. At four of the six events, Thomas will participate in a panel entitled "Sales and Lead Generation."

Thomas also will be a featured panelist at the [Selling Power Sales Leadership Conference](#) presented by [Selling Power Magazine](#). Each year the publication brings together the country's top sales professionals for an interactive event to create solutions for greater sales success. Thomas will participate on a panel addressing "Recruiting, Hiring and Developing 'A' Players."

WHO: Julie Thomas, president and CEO of ValueVision Associates, is a noted speaker, consultant and author of the newly published "ValueSelling: Driving Sales Up One Conversation At A Time."

WHERE:

Office Depot Success Strategies

Orlando, Fla. – Feb. 15

Dallas, Texas – Feb. 27

Orange County, Calif. – March 6

Philadelphia, Pa. – April 25

Selling Power Sales Leadership Conference

Seattle, Wash. – March 7

WHY: The ValueSelling Framework is a simple yet powerful sales methodology used by companies around the world. Attendees will learn how to develop the strategic and tactical skills and processes to manage the sales dialogue in all of their accounts.

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About ValueVision Associates

ValueVision Associates is a worldwide leader in competency- and process-based training for escalating sales performance. Its proprietary ValueSelling Framework™ is founded on a practical, sustainable methodology that uncovers a prospect's critical business issues and enables the salesperson to link the unique value of their solution to those issues. Through personalized classroom instruction, sales executives are armed with strategies to access and dialogue with executive decision-makers, diagnose stalled decisions, increase forecast accuracy, eliminate discounting and increase deal size. Victory!® is a competency-based series of online, multimedia training sessions for sales professionals seeking to sharpen their skills by building their core competencies. ValueVision Associates offers sales training programs in English, German, Italian, Japanese, Korean, Mandarin and Spanish. For company information, see www.valueselling.com.

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