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#### **ValueVision Associates is Now ValueSelling Associates**

*Creator of the ValueSelling Framework confirms its position as leader in sales training methodology*

**RANCHO SANTE FE, Calif., Oct. 1, 2007** – Often imitated, but never replicated, the ValueSelling Framework™ has been the preferred sales methodology of FORTUNE 1000 companies around the globe, including Cisco, Citrix Online, Expedia.com, Motorola and Siemens, for nearly two decades. To better reflect its position as the authentic creator of selling on value, the company formerly known as ValueVision Associates is now ValueSelling Associates.

“Differentiation is one key to ValueSelling success, and there’s no better way to differentiate ourselves than to speak the plain truth,” said Julie Thomas, president and chief executive officer, ValueSelling Associates. “At the heart of ValueVision Associates is the ValueSelling Framework. Now, you know when you’re getting the creator of the methodology preferred by sales executives around the world.”

Since 1991, ValueVision Associates has been a leader in sales training by continually evolving to meet the new challenges sales forces face. With scores of sales training on the market, it’s often difficult to cut through the clutter to find the methodology that’s been proven to work again and again.

#### **Simple and Repeatable**

The 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. By executing the steps of the ValueSelling Framework, sales executives have furthered their careers and reached higher achievement than ever before.

“In the critical area of value-based sales training, serious sales professionals need the original, proven formula for accelerating sales results,” said Thomas.

#### **About ValueSelling Associates**

ValueSelling Associates, based in Rancho Santa Fe, Calif., is the creator of the ValueSelling Framework™, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped FORTUNE 1000 business-to-business sales organizations compete and win in markets crowded with seemingly similar products and services. ValueSelling Associates has maintained its position as a leader in the industry by continually evolving to meet the new challenges sales forces face. Clients turn to the experts at ValueSelling Associates for classroom training, online training and consulting services that yield immediate impact, repeatable strategies and sustainable results.

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