

# Press Release

Fort Lauderdale, FL - For Immediate Release



## ProAct Business Development USA receives National MBE certification

Fort Lauderdale, FL, April 5, 2009



*ProAct* Business Development USA, a global sales effectiveness & marketing performance improvement company is pleased to announce their recent certification as a Minority Business Enterprise by the National Minority Supplier Development Council.

Supplier diversity is a fundamental business strategy for many mid to large-sized companies and most understand the value and benefits of working with diverse vendors. This important certification signifies that ProAct, as a minority owned and operated MBE enterprise, can provide proven employee effectiveness training and development programs while also helping clients to achieve their supplier diversity goals and objectives.

"Our world is fast becoming one market, one people with one language...the language of commerce. Diversity is becoming an increasingly important part of business strategy throughout the world and this is an important milestone for ProAct. Although our diversity does not define who we are as a company, we celebrate the benefits it will bring to our valued clients," says ProAct CEO René Zaldivar.

Since formation in 2001 *ProAct* has grown dramatically by offering a unique portfolio of highly practical sales development workshops designed to transform the behaviors and practices of sales teams in complex B2B selling environments.

### **About ProAct Business Development**

*ProAct Business Development, LLC is a global sales consultancy specializing in helping sales organizations reach their objectives by transforming the way they sell. ProAct assignments have produced outstanding business results yielding clients ROI's in excess of 600% within the first year. Additional information about ProAct, products, and services is available at [www.proactbd.com](http://www.proactbd.com) or by calling +1-954-579-1286 in the USA or +44 (0) 1425 485180 in Europe.*

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