

Press Release

Plano, Texas - For Immediate Release



ProAct Business Development, LLC Lands Down Under!

Plano, Texas USA
September 30, 2009



ProAct Business Development, a global sales effectiveness & marketing performance improvement company, is pleased to announce a strategic partnership in Australia with ProMax5 PTY Limited, a Sydney-based sales consulting company focused on sales process, CRM tools, recruiting and sales improvement.

ProMax5 will offer ProAct's successful programs such as product Launch Effectiveness & Acceptance Program, Business Value Selling, Account Planning and numerous sales management development programs designed to be relevant for today's market.

"No one understands the complexity and challenges faced by sales teams in Australia better than ProMax5" says ProAct CEO, René Zaldivar. "Australia, like many other business markets all over the world, is in need of relevant and effective sales improvement programs. Companies looking for measurable ways to improve sales revenue will now have access to powerful solutions through ProMax5."

ProMax5 Founder and Managing Director, Paul Mandeno is eager to begin impacting businesses all around him. "We see a significant gap in the skill requirements to compete in these markets, and we intend to help as many companies as possible grow revenue through better sales skills and methodologies. ProAct takes sales development to the next level and we are very excited about our strategic partnership" says Mandeno.

Since its formation in 2000 ProAct has grown dramatically by offering a unique portfolio of highly practical sales development programs 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 400% within the first year. Additional information about ProAct products and services is available at www.proactbd.com or by calling +1 (954) 537-5277 in the USA or +44 (0) 1425 485180 in Europe.

About ProMax5

ProMax5 PTY Limited is an Australian based consultancy specializing in helping sales organizations reach their revenue goals. Additional information about ProMax5 products and services is available at www.promax5.com or by calling +61 1300 044 771 in Australia.

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