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SMASHING THE SACRED COW OF TYPICAL TRAINING PROGRAMS

*Aspire Offers Customized Coaching Programs for Creative
Sales and Marketing Successes*

PHOENIX -- Is your organization providing training but employees aren't learning?
Are you selling without first creating a buying environment?

Hospitality sales and marketing decision makers tired of typical sales training programs turn to Aspire, an international training and consulting company, to motivate, educate and stimulate their teams.

Aspire specializes in highly creative, customized programs that assist sales departments in dramatically improving the efforts of managers and increasing revenues throughout their organizations. Aspire's approach goes beyond the standard teacher-class relationship to a more coach-player experience. This learning partnership has proven successful in igniting people's passions and enabling them to achieve remarkable results.

Aspire's programs focus on every aspect of the sales process and run the gamut of coaching topics from productivity and strategic planning to leadership and revenue management. However, the key to these programs is that each is customized to the individual organization being served.

"Each company and its employees has its own personality and vibe," says Aspire Founder, Chief Inspiration Officer and CEO Renie Cavallari. "They cannot be

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ASPIRE CUSTOMIZED COACHING

approached with pre-scripted, square-peg-in-square-hole training programs. At Aspire, we specialize in taking those personalities and exploding their potentials. We challenge our clients to not only think out of the box, but to create a better box to think out of."

An example of one of these creative concepts is Aspire's approach to the "gotcha" shopper call. As part of its Revenue Surge program, instead of the typical mystery call, Aspire conducts coaching calls that provide immediate feedback to the staff member after each phone session. This is followed by a written evaluation that is custom designed and delivered to each client's specifications.

"The perception with shopper calls is almost always one of de-motivation," Cavallari said. "We remove that stigma by discussing the evaluation with the manager first, taking into account how they felt about the call and their particular sales style. They assist with their own critique."

Aspire is an international training and consulting company positioning organizations to achieve and sustain optimum performance. Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitudes and outcome. Founded in 1995, Aspire has headquarters in Phoenix, Ariz. with a network of inspiring professionals across the country. For further information, visit www.aspiremarketing.com.