

Contact: J. Lyn Carl
Phone 512-531-3936

Barton Oaks Plaza One
901 S. MoPac Expressway
Suite. 100
Austin, Texas 78746
Phone 512-531-3900
Fax 512-531-3990

Strategic Partnerships, Inc.

Press Release

For immediate release

SPI executives present three-day training session

Provide internal training for sales representatives of Virginia Fortune company

AUSTIN (1/8/10) - Three members of the Strategic Partnerships, Inc. training team were in Virginia this week conducting a three-day training session for internal sales representatives of a large Fortune company based there. Conducting the training were SPI Senior Vice President Tommy Huntress, SPI Senior Managing Consultant Deborah Giles and David Robinson, director of training, who represent an SPI staff that for the last 15 years has been successful in guiding vendors through the public sector procurement process.

The training program, which focuses on the sometimes unique sales processes involved in selling to various government entities, relates first-hand experiences of SPI team members who are former C-level government executives who have expertise in both dealing with vendors and in procurement. The trainers teach sales representatives how to effectively maneuver the public sector and how to identify and close more business with government entities.

Among the topics for the training are how to shorten sales cycles, how to gather intelligence and qualify leads, how to position effectively, how to overcome obstacles, how to interact with government decision-makers, best practices for closing business and how to assess opportunities, develop a strategy and create opportunity capture plans.

SPI offers customized delivery service for its training programs. Training is available on-site at the SPI offices in Austin, or SPI will send a team of trainers to a client's location. See the ad below for more information.

- 30 -

About Strategic Partnerships, Inc.:

SPI (www.spartnerships.com) is a government procurement and national research firm based in Austin, Texas. Its staff of consultants, researchers and budget analysts are all former government executives who work in the area of government procurement.