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Distributors To Enhance Sales Environment Through 'Driving Sales Beyond' Launching October 11-12

'Driving Sales Beyond' delivers sales growth by developing, motivating and leading more profitable customer relationships through 9-month interactive selling platform

CHICAGO – August 18, 2006 – Distribution firms that wish to make a bigger difference in their customers' operations and secure larger, more frequent sales now have an easy way to achieve higher results. 4th Generation Systems today announced its Driving Sales Beyond Institute curriculum for 2006, which begins on October 11 and 12 at the Esplanade Conference Center, Downers Grove, Ill, in suburban Chicago.

Driving Sales Beyond is a nine-month sales enhancement system that focuses sales efforts on helping customers reduce costs, boost productivity and improve profitability. The result is higher sales through a more committed organization that adds value at every customer interaction. More than 5,000 distributor sales people have been trained in Driving Sales Beyond methods.

As the only shared learning environment for distributors, this interactive program activates a company's mission and vision through a wide range of learning methods, including facilitated classroom instruction, challenge-based online training, personal coaching, self assessments, peer-to-peer collaboration, customer metrics, and leadership development.

"With Driving Sales Beyond, distributors transform the way they serve customers from transaction-based to value-delivering, as they identify new ways to help customers improve their businesses by becoming more efficiently and profitable," said Dirk Beveridge, president and chief executive officer of 4th Generation Systems. "In an industry where most sales training consists of motivational speakers and one-day workshops, Driving Sales Beyond instills a strategic sales environment that fosters team collaboration and customer partnerships. Sales people and their managers enjoy a more sustained focus, which helps attain higher results and more meaningful industry relationships."

Driving Sales Beyond includes a secure, online collaboration network tailored for each learning team. The network is used by participants to share best practices, discuss customer needs, and administer skill-training programs. Participants also gain access to all 4th Generation Systems webcasts, podcasts and other content that features motivational and educational content, such as presentations by the industry's most successful distributors.

Andrew Berlin, president and founder of Berlin Packaging, the largest packaging distributor in the U.S., sought out Beveridge and his Driving Sales Beyond approach for a customized program for sales training and sales management training. The result, he said, led to his success as the fastest-growing firm in the industry.

“It was an excellent investment,” said Berlin, who often struggled with how to change the way his team sells. “As a result, customer retention went way up. We owe that to the Driving Sales Beyond approach and the time and energy they spent helping us to become a better organization with new and consistent sales behaviors.”

With an array of learning tools, Driving Sales Beyond offers a cumulative approach to team enrichment and motivation. The curriculum ensures that participants not only understand material, but deepen knowledge around customer-focused selling as they apply the principles to their customer engagements. To enhance the cumulative benefits, the course includes three live group sessions, held about every three months.

The Driving Sales Beyond Institute is for any size distributor or supplier across any industry. The program includes tracks for sales managers as well as sales professionals. Tuition for the 9-month course, which includes three days of facilitated classroom learning, is \$2,245 for one to four registrants. Tuition discounts are also available for teams of more than four. To enroll or get more information on the course, call 847.381.7797 or visit www.4thgenerationsystems.com/institute.

“Now more than ever, distributors need to differentiate their offerings and messages to win the hearts of customers,” Beveridge added. “Distributors play an important role in industrial markets, and the most successful firms continue to build stronger customer partnerships, which block out competition and pricing pressures. The Driving Sales Beyond curriculum helps companies win on value rather than price, which leads to a more profitable sales effort.”

About 4th Generation Systems

Based in Barrington, Ill., the 4th Generation Systems is the leading provider of sales enhancement systems for distribution companies worldwide. Through an integrated curriculum of blended learning practices and strategic coaching sessions, the company actively works with progressive organizations to create high-performance sales teams focused on serving customers beyond expectation.

Committed to doing what is right rather than what is easy, 4th Generation Systems delivers lasting and integrated sales enhancement systems drawing on more than 35 years of in-the-field experience. The institute’s learning platform improves the performance, productivity and results of sales, management, marketing and customer-focused business strategies. Additional services include keynote presentations, university-level workshops and classroom training, interactive learning and knowledge management platforms, e-learning coaching and Community of Achievers networks. For more information, the company can be reached at 847.381.7797 or www.4thgenerationsystems.com.

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