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SALES LEADERSHIP WORKSHOP FROM WORKPLACE FURNISHINGS DRAWS RAVE REVIEWS FROM DEALERS AND SUPPLIERS

CINCINNATI, OH--With competition tougher than ever and margins under continuing relentless pressure, it's critical that office furniture dealers today not only hire the right people, but also do all they can to make their salespeople as productive as possible.

Fortunately for members of the WorkPlace Furnishings dealer organization, a powerful new resource is now available to help them meet both of those key goals in the shape of "Sales Leadership in the WorkPlace" a special one-day workshop, conducted by Dennis Insogna, vice president of BKM Total Office, one of the top Steelcase dealerships in the country.

"Sales Leadership in the WorkPlace" has been developed specifically for office furniture dealers to help them successfully address their Number One business challenge ... finding, developing and maintaining a qualified sales team.

And, says Rick Galbraith of Global Industries in Toronto, Canada, it does all that and more. "Dennis does an outstanding job of highlighting the core skills and values of effective sales management. How one person can engage an audience for that length of time speaks incredibly well, both to the content of the workshop and to Dennis's presentation skills."

Adds Randy Hiscock of Island Office Furniture in St. Johns, Newfoundland, Canada, "I've been in the office furniture business for more than 20 years and it's the best sales management program I've ever taken. It really focuses your thinking on what your priorities should be as a sales manager and gives you a very effective framework for hiring the right people and developing them into outstanding sales leaders."

Bob Malloy of Commercial Business Interiors, Mountainside, NJ, also attended a recent workshop and found it equally valuable. "It was an excellent program, particularly in terms of the benchmarking techniques and leadership skills presented," he commented. "We're currently in a hiring mode and the workshop was also very insightful for us from that perspective."

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Instructor Dennis Insogna brings more than 30 years of sales and sales management experience to the program and that means attendees can be sure of coming away with concrete, real-world methods and concepts to take their own sales management to the next level. Topics include:

- The ten most important activities sales managers perform
- How to overcome the obstacles that prevent sales leaders from making the right decisions about those key activities
- Maximizing the return on your sales initiatives and successfully implementing processes to meet your sales objectives
- Identifying the skills sets and experience levels needed for the different sales positions that will drive your sales and profit growth
- Effective interviewing and selecting techniques for new hires
- Key metrics to take the pulse of your business and identify the need for corrective action BEFORE problems arise

“As a dealer,” commented recent attendee Michael CuvIELLO of the Office Furniture Center, Tonawanda, NY, “we’re constantly looking for ways to manage our salespeople more effectively and make them more productive and supportive of our overall company goals. The Sales Leadership Workshop provides some powerful new tools to maximize sales resources in our dealership and does a great job of developing our own coaching and leadership skills as managers.”

Adds Rick Galbraith of Global Industries, “I have no hesitation in recommending this program to any dealer.”

For more information on how “Sales Leadership in the WorkPlace” can help take sales and sales management to the next level in your dealership, contact WorkPlace Furnishings at the organization’s Cincinnati headquarters (Phone: 513-563-0048; Fax: 516-563-1822; E-mail: jvaughn@workplacefurn.com).

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