

**FOR IMMEDIATE RELEASE**

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**Miller Heiman Invites B2B Firms to Enter to Win a Sales Team Makeover**

**Winner receives \$100,000 in tools and consulting services for tackling complex sales**

**Reno, Nev.** (April 13, 2010) – Miller Heiman, the proven leader and innovator in sales execution, is inviting business-to-business sales teams to enter Miller Heiman's second annual Sales Team Makeover Contest, presented in affiliation with [Hoover's](#), [Jigsaw](#), and [Selling Power](#). One B2B sales team, selected by a panel of Miller Heiman experts, will win sales performance tools and consulting services valued at more than \$100,000.

"In our newly-released *2010 Miller Heiman Sales Best Practices Study* we saw that in the past year, many sales organizations lost focus and discipline on the sales activities that produced results," said Elizabeth Vanneste, chief marketing officer for Miller Heiman. "Organizations need to get back on track in 2010 and the winner of our Sales Team Makeover gets a head start with top-notch tools, resources, and sales experts who've walked in their shoes and will guide them through simple steps to improve their client focus."

Miller Heiman has a 32-year track record of helping businesses grow profitable sales by developing a common framework based on best practices and consistent language to improve sales performance. As companies aim to recover from the past year's challenging economy, Miller Heiman's methodologies can help sales teams by increasing their close rates, lowering cost of sales and decreasing the length of their sales cycles.

The winner of the Sales Team Makeover will receive a complete diagnosis of sales challenges and an implementation of the solution that best meets the organization's needs. In addition to solutions provided by Miller Heiman, the winner will receive a customized package of resources from each sponsor.

Applicants must meet the following criteria to be considered for the Sales Team Makeover:

- At least \$10 million in annual revenue
- Sales team of 10-20 people, including sales support, salespeople and sales management
- Not in first year of operations
- Selling primarily in a business-to-business environment
- Complex customer buying process where three or more decision makers are involved in the sale

The winning team must also agree to share their Makeover experience through the Miller Heiman website and with sponsors. For those interested in learning more, visit [www.millerheiman.com/makeover](http://www.millerheiman.com/makeover). All applications must be submitted by May 31, 2010.

**About Miller Heiman**

Miller Heiman is the proven leader and innovator in sales execution, with more than 30 years of helping businesses grow profitable sales by increasing their close rates, lowering the cost of sales and reducing the length of the sales cycle. The company's common framework of easily repeatable methodologies, combined with a tradition of research and thought leadership, helps firms of all sizes win complex sales. Miller Heiman is a worldwide leader in sales performance, with programs in 20 languages and corporate offices in the United States, the United Kingdom and Australia. For more information, visit [www.millerheiman.com](http://www.millerheiman.com).

### **About Hoover's, Inc.**

Hoover's, a D&B company, provides its customers with insight and actionable information about companies, industries and key decision makers, along with the powerful tools to find and connect to the right people to get business done. Hoover's provides this information for sales, marketing, business development, and other professionals who need intelligence on U.S. and global companies, industries, and the people who lead them. Hoover's unique combination of editorial expertise and one-of-a-kind data collection with user-generated and company-supplied content gives customers a 360-degree view and competitive edge. This information, along with powerful tools to search, sort, download and integrate the content, is available through Hoover's (<http://www.hoovers.com>), the company's premier online service. Hoover's is headquartered in Austin, Texas.

### **About Jigsaw**

Jigsaw (<http://www.jigsaw.com>) is a leading provider of business information and data services that uniquely leverages user-generated content contributed by its global business-to-business community of one million members. Jigsaw gives individuals and companies access to business contact information for 21 million business professionals and profiles of 3 million companies. In addition to delivering low-cost and easy access to high-value business information for sales, marketing, recruiting and customer service, Jigsaw provides data as a service (DaaS) through a variety of cloud-based data acquisition and management services. Founded in 2004, Jigsaw is located in San Mateo, Calif. and funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners.

### **About Selling Power Inc.**

*Selling Power* magazine was founded in 1981 by Gerhard Gschwandtner and is currently read by more than 420,000 sales leaders. Based in Virginia, Selling Power Inc. maintains a book-publishing division; an audio-publishing division; a [daily five-minute executive video](#) series and the leading Website in the sales industry, with more than 100,000 visitors a month. Selling Power produces the Sales Leadership Conference series biannually.