

FOR IMMEDIATE RELEASE

**AA-ISP (AMERICAN ASSOCIATION OF INSIDE SALES PROFESSIONALS)
ANNOUNCES INTERNATIONAL EXPANSION**

Minneapolis, MN. July 16th, 2014 – AA-ISP recently announced a plan to further expand its membership resources and service offerings to the international community. “The inside sales profession continues to evolve and grow not just in the U.S., but across the entire globe. Companies of all sizes and industries, and from a wide range of countries such as India, Germany, Ireland and Israel, just to name a few, are all extremely passionate about improving their inside selling capabilities”, stated AA-ISP Founder and Chairman, Bob Perkins. As part of this increased international focus, the AA-ISP named Erik Hammar, VP of International Operations, during its annual Leadership Summit in Chicago this past April. “The inside sales profession is growing globally and I am thrilled to have the opportunity to join the AA-ISP in helping take our profession to new levels on an international basis”, stated Hammar. Erik comes to AA-ISP with an extensive background in leading and growing inside sales in several different global markets.

“AA-ISP, known for its inside sales specific resources and content, sales and leader accreditations, conferences, and local chapters is poised to help the international community meet the needs of an ever evolving and growing profession”, stated AA-ISP CEO, Larry Reeves. Currently AA-ISP has over 45 chapters including locations in India, Sri-Lanka, Israel, Turkey, London and Canada with plans to launch Ireland, Germany, Sydney and Spain within the next few months. AA-ISP currently has over 6,000 individual members represented by over 2,500 companies in the US and worldwide. “The entire inside sales community has found a real home with AA-ISP while also leveraging its many resources. We are thrilled to be able to share our knowledge, resources, best practices, and network with like-minded individuals across the globe”, stated Reeves.

Plans for further international expansion include the formation of additional chapters, growth in individual and corporate memberships, and the future consideration for a European based inside sales conference. For more information on the AA-ISP, or its international resources, please contact Erik Hammar, AA-ISP Vice President of International Operations at erik.hammar@aa-isp.org.

About the AA-ISP

The AA-ISP is an international association dedicated exclusively to advancing the profession of Inside Sales. The association engages in research studies, organizational benchmarking and leadership round tables to better understand and analyze the trends, challenges, and key components of the growth and development of the Inside Sales industry. Our mission is to help inside sales representatives and leaders to leverage our information and resources through published content, local community chapters, national conferences, career development, and an Inside Sales Accreditation program.

For more information on AA-ISP please visit www.aa-isp.org or follow the company on Twitter [@AA_ISP](https://twitter.com/AA_ISP).

AA-ISP Media Contact:

Dawn Pope
AA-ISP Marketing Manager
612-636-8932
dawn@aa-isp.org