

## NEW ASSOCIATION TO ADVANCE THE INSIDE SALES PROFESSION

*Minneapolis, MN (March 27, 2009)* -- Today, several long time leaders in the inside sales industry announced the formation of the American Association of Inside Sales Professionals ("AA-ISP"). It's the only association dedicated exclusively to advancing the inside sales profession. This will be achieved through leadership and career development, member forums and networking, education, accreditation, conferences, and much more.

For more information visit: [www.aa-isp.org](http://www.aa-isp.org).

"Over the past two decades the inside sales profession has undergone a remarkable evolution," says Bob Perkins, AA-ISP Founder and Chief Executive Officer. "Not long ago, inside sales was perceived as annoying telemarketers or unsophisticated 'order takers' who smiled and dialed. "

"Today, inside sales is an integral part of many organizations' overall sales strategy. Customers accept and sometimes prefer virtual communication through e-mail, internet and the telephone," notes Perkins. "It's not unheard of for inside sales representatives to build and manage multi-million dollar accounts and close six-figure sales."

Many organizations realize inside sales can provide a very cost effective model. Studies show more than 70 percent of B2B organizations have some kind of inside sales program and many of those that don't are considering it.

Perkins noted, however, a glaring lack of resources for today's inside sales professionals. This motivated him to develop the AA-ISP with Larry Reeves, the organization's Chief Operating Officer, and Charlitta Moss, its Senior Vice President of Member Services. Together, they have accumulated more than 75 years of experience in developing and improving professional inside sales organizations.

"It's our experience and passion for leading people which motivated us to establish this association. Deep within AA-ISP's fabric is the belief that people, not process, are an inside sales organization's most valuable resource," says Perkins. "Our goal is to take inside sales professionals and organizations to the next level of performance and career fulfillment."

"Bob has felt for some time a need for a national association that addresses the growing challenges of inside sales professionals and the organizations that employ them," points out Reeves, who will be responsible for the association's day-to-day operations. "Given our economic climate, companies of all sizes are eager for ways to stabilize revenues and expand while simultaneously identifying lower-cost methods to cover their customer base and reach new prospects. The AA-ISP will offer tools and resources to help them achieve that goal."

The association will host its first annual Leadership Summit, June 9 -10, at the Minneapolis Airport Marriott in Bloomington, Minn. The conference will bring together inside sales leaders to learn, share and network with others who are committed to advancing inside sales professionals and organizations. The platinum sponsor for the Summit is IMPAX Corporation, a leading sales performance improvement organization that has played a key role in establishing inside sales success for organizations like GE Healthcare IT Solutions, IBM, D&B, ADC Telecommunications, and Motorola. For AA-ISP membership information or details on the Leadership Summit 09, call the AA-ISP at 1-800-604-7085 ext 110 or go to [www.aa-isp.org](http://www.aa-isp.org).

### About Bob Perkins

Perkins has more than 20 years of experience building and leading highly successful inside sales organizations. His team-selling models, compensation plans, rewards-and-recognition programs, performance-management tools, sales campaigns and more have been adopted by many of the nation's largest companies. His 20 years of inside sales experience includes positions as Vice President or Director with Unisys, Silicon Graphics, United Health Group and Merrill Corporation. He has worked with many of the country's major corporations to implement or improve their inside sales channels. Perkins holds a Master of Science degree from Nazareth College.



### **About Larry Reeves**

With more than 30 years of sales and marketing experience, Reeves has managed virtually every aspect of the inside sales industry, from building high-performing sales organizations to developing channel partnerships. Reeve's diverse professional background includes inside sales leadership positions with Silicon Graphics, Unisys, the Sutherland Group and Performark. He is a recognized authority in performance tracking and management, CRM tools, data management, sales and marketing programs. Reeves holds a bachelor's degree from St. John Fisher College.

### **About Charlitta Moss**

Charlitta Moss has more than 18 years of customer service, sales, and inside sales leadership. She has held sales and management positions at, Empi, Best Buy for Business, Ingenix, and Silicon Graphics. Her recent inside sales management expertise has been in the areas of marketing to the public sector including education, state, local, and federal government clientele. Charlitta attended Metropolitan State University.