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FOR IMMEDIATE RELEASE

Twin Cities Sales Management Expert Bye Tapped by Business Expert Webinars for Collaborative Book Designed to Help Small Businesses Thrive

MINNEAPOLIS – Dec. 16, 2009 -- Business Expert Webinars (BEW), the leading provider of business eLearning training courses, announced that Twin Cities sales-management consultant Danita Bye will join its team of speakers in developing a book designed specifically to help small businesses thrive. **The Business Expert Guide to Small Business Success** will be published this coming Spring by Business Expert Publishing, the book-publishing arm of Business Expert Webinars, and will feature contributions by 22 leading business experts, which will address critical sales and marketing areas for small businesses.

“If knowledge is power, then small business owners who read this book will gain *Superman* strength,” said Lee B. Salz, president and CEO of Business Expert Webinars. “Our speaker team shares their keen insights for small businesses providing them with practical strategies and tactics they need to thrive in any economic environment.”

Commenting on the value of this collaborative effort, Bye explained, “This book will offer small businesses that do not have the resources for private consulting access to advice normally reserved for clients. The timing is right as well, with smaller businesses taking an economic hit.” Bye published *Accelerate Sales Revenues: 67 Tips to Raise Your Sales Results in a Recession* and *Target Sales Focus* this past Fall.

In addition to Bye's chapter on sales hiring, other Twin Cities authors and their topics include Sam Richter, web search secrets: Hillary Feder, employee engagement: Sarah Day, pricing for profitability: Mic Pucklich, keeping your company out of court - employee litigation; and Lee Salz – sales compensation.

Other national contributors are:

- Cindy Cohen – face to face networking
- Drew Stevens – lead generation strategy
- Richard Norris – business development tactics
- Harlan Goerger – buying process facilitation and leadership
- Bill Guertin – sales
- Andy Miller - negotiation
- Roger Courville – delivering virtual presentations
- Lynne Jarman-Johnson –communication touch points
- John Myrna – business plan design and implementation
- Paul Pershes – managing cash flow
- Joseph Riggio – strategic decision making
- Tim Hagen – employee development
- Gary Gack – Six Sigma practices
- Peg Jackson – Sarbanes-Oxley/compliance
- Jeb Blount – investing in yourself
- Dave Hubbard – health/stress management for peak performance

For more information about Bye or Sales Growth Specialists, visit www.salesgrowthspecialists.com

or call 612-267-6620. To download *Accelerate Sales Revenues: 67 Tips to Raise Your Sales Results in a Recession*, go to <http://www.salesgrowthspecialists.com/67tips/>

About Sales Growth Specialists

Providing more than two decades of sales leadership and sales management expertise, Sales Growth Specialists has been helping CEOs and presidents fulfill their visions since 1997. The company designs and implements disciplined sales management systems that increase sales, boost profitability, and create predictable revenue streams, even during difficult economic times.

About Danita Bye

Nationally recognized sales management and leadership expert Danita Bye has built her reputation on building and inspiring intentional, no excuse, high-performance sales teams that deliver bottom line results. With her unique Fortune-100 turned-entrepreneur perspective, Danita helps CEOs and company presidents take their national and international businesses to the next level. Her excuse-free approach to sales management, combined with her leadership acumen, enables sales staff and sales management to increase sales, boost profitability and create predictable revenue streams, all while reducing sales costs.

As a 10-year veteran of the Xerox Corporation, Danita consistently achieved award winning sales performance before leaving Xerox to become an equity partner and national sales manager for Minneapolis-based Micro-Tech Hearing Instruments, where she increased annual revenues from \$300,000 to \$10 million in just seven years. Danita has authored articles in *Upsize Magazine*, *The Hearing Review*, the *Star Tribune*, and *Business Journal*, where she was recently honored as one of the its Top 25 Women to Watch.

In addition, she's a guest on The Ruthless Entrepreneur television show which will begin airing on the Oxogen Network in 2010. Danita's new book, *Sales Management in the No Excuse Zone*, is due for release in 2010.

About Business Expert Webinars

Business Expert Webinars (BEW) is the leading provider of skill-based, business eLearning training programs. BEW helps speakers, consultants, and trainers monetize their expertise through eLearning. The BEW speakers are international business experts including best-selling authors, award-winning speakers, and business gurus. With over 750 webinars delivered by over 150 speakers, BEW can help any business professional improve their skills. For more information, visit BusinessExpertWebinars.com.

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