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Contact: Suzanne Rabauer

Email: [srabauer@infomentis.com](mailto:srabauer@infomentis.com) or 678-336-0420

InfoMentis, Inc.

1750 Founders Parkway, Suite 160

Alpharetta, GA 30009

[www.infomentis.com](http://www.infomentis.com)

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## **Selling for the Long Run Offers a Complete Guide to Building and Maintaining Relationships that Generate Results**

**Atlanta, GA – November 12, 2010** - InfoMentis, Inc., an Atlanta-based global consulting and performance improvement company announced the official launch of InfoMentis Founder and CEO Wendy Reed's book titled, *Selling for the Long Run: Building Lasting Customer Relationships*.

"The increasing competitive nature of today's marketplace has created the need for a blueprint to help sales organizations re-envision and retool their sales cycle to seize competitive advantage—and keep it," said Mary Glenn, Associate Publisher for McGraw-Hill. "*Selling for the Long Run* provides sales organizations with the tools and resources to outline a strategic plan for building customer focus and collaboration into every stage of their sales cycle."

*Selling for the Long Run* exemplifies InfoMentis' proven best practices and focuses on behavior change, not just knowledge transfer. InfoMentis' performance improvement programs are aimed at each phase of building and maintaining customer relationships by addressing the various critical interactions within the customer lifecycle. *Selling for the Long Run* takes a fresh and simplistic look at how to:

- Bring order and predictability to customer relationships
- Improve your organization's revenue and reputation by doing the right things with your customers
- Create a collaborative exchange with customers
- Do the RIGHT things vs. the QUICK things

"*Selling for the Long Run* is about simplicity, alignment and connections," said Reed. "By aligning the buying and selling process, sales organizations are then able to more effectively connect outcomes and measure advancement using customer collaborative tools. *Selling for the Long Run* is the formula for reducing the complexity of opportunities, building long-term relationships and ensuring repeat success."

### **About InfoMentis**

InfoMentis coaches companies on ways to implement cultural change that will significantly improve revenue streams. Since its founding in 1996, InfoMentis has taught performance enhancing strategies for all customer-facing activities with measurable results to over 50,000 professionals in 67 countries on six continents. Headquartered in Alpharetta, Georgia, InfoMentis was named one of the top 20 sales training companies in 2007, 2008 and 2009 by Training Industry, Inc.