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### **InfoMentis Signs Book Deal with McGraw-Hill**

**Atlanta, GA – April 1, 2010** - McGraw-Hill, the global information and education company providing knowledge, insights and analysis in the financial, education and business information sectors has signed a book deal with InfoMentis to publish Founder and CEO Wendy Reed's book titled, *Selling for the Long Run: Building Lasting Customer Relationships*, due for release in early October 2010.

"While there is no shortage of books on organizational success or sales excellence, we saw something unique in *Selling for the Long Run*," said Mary Glenn, Associate Publisher for McGraw-Hill. "*Selling for the Long Run* is written from the customer perspective and explores ways that your customers can help you build a stronger more successful business. Furthermore, it's all about execution—not just 'what' you need to do to become more customer-centric, but 'how' you go about creating that culture."

*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* reminds readers about the millions spent on experts and consultants to guide business strategy and process, when the best resource they have is right before them and is virtually free—their customers," said Reed. "Executives, sales managers, salespeople and their teams are under extreme pressure to deliver results, and to do it quickly. While most professionals understand WHAT they need to do to increase revenue, improve customer satisfaction, and meet corporate objectives, it is often assumed that they know HOW to do it."

#### **About InfoMentis**

InfoMentis is a global consulting and performance improvement company. InfoMentis teaches clients how to more effectively attract and retain customers. Their configurable courseware, eLearning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management who may have contact with customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams.

Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 67 countries on 6 continents.