



Sep 12, 2007 13:10 ET

## Matrix Impact Offers New Suite of Services and Sales Force Development Seminar

CLEVELAND, Sept. 12 /PRNewswire/ -- Matrix Impact has launched a new set of programs designed to complement its current best practice sales system, named S.O.V.N.O.P. The new offerings are geared to increase a client's sales revenue by improving 3 crucial flashpoint areas:

- Continually assessing and upgrading the talent that comprises a sales force.
- Increasing the amount of quality leads through a self-generating, organic process.
- Improving a sales force's competency at converting leads into profitable customers.

"In evaluating our customers' demographics and plans of growth, I realized that the addition of these programs would enhance the tools they currently use and give our customers every advantage in increasing their sales," said John Kolencik, President of Matrix Impact. The complexity of any sales cycle, combined with the sophistication of today's buyer, demands the upgrade of talent and tools for a sales force. The S.O.V.N.O.P. system now provides every leverage possible to boost production, drive traffic and amplify revenue.

The new format allows us to attack any company's sales, marketing and customer service problems in a much more effective, holistic approach. The design of Matrix's new product offerings are rooted in 3 behavioral databases that chronicle over 75,000 sales, marketing and customer service situations. Our popular and successful research-based continual development classes are still a product pillar.

With the addition of the Best Practice Audit System(TM), Target Marketing Impact Analysis, Behavioral Skill Assessment, Management Mentoring and Coaching, Impact-Trac: Sales Tracking System(TM), Hire-Right: New Hiring System(TM), Database Mining, Quick Impact Marketing Programs, S.I.T. (Stay in Touch)(TM): Nurture Prospecting System Development and Implementation and other offerings, Matrix can now IMPACT more of the root cause of any sales, marketing or customer service problem that may exist in your organization.

Our next event "The 3 Critical Areas That Will Increase Your Sales Revenue" is September 19th between 11:00a and 2:00p on the Majestic Yacht docked at the Flats in Cleveland. To learn more and register go to <http://www.buildyoursalesmachine.com/> .

### About Matrix Impact

Matrix Impact (<http://www.matriximpact.com/>) has helped improve sales, marketing and customer service organizations across the country. We focus on building best practice systems and processes that get the most from every employee, every resource and every minute. Matrix Impact keeps customers on the forward progression that is needed to compete and win in this new millennium marketplace and beyond.

Source: Matrix Impact

CONTACT: John C. Kolencik, President of Matrix Impact, +1-216-347-6729, [johnk@matriximpact.com](mailto:johnk@matriximpact.com)

Web site: <http://www.matriximpact.com/>  
<http://www.buildyoursalesmachine.com/>