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**INTEGRITY SOLUTIONS® UNVEILS UPGRADED SALES PROGRAM,
INTEGRITY SELLING®**

Scottsdale, AZ – November 12, 2008 -- Integrity Solutions® (<http://www.integritysolutions.com>) a global performance improvement company, proudly unveils the updated version of Integrity Selling®. The highly-interactive and ethics-driven sales curriculum helps companies worldwide strengthen the quality of dialogues with customers, retain top performers, and increase closing rates. Arizona-based sales training organization enables sales and service teams to create value for their customers and develop long-term professional relationships.

While the powerful core selling principles of the original Integrity Selling® program remain intact, the content has been upgraded to reflect current thinking around best practices to address key sales objectives and challenges and to increase the opportunity for practical application. Participants immerse themselves in real life situations, examine the biggest challenges that sales professionals face, and put their talents to use. Those experiential exercises increase participant effectiveness during “real play” assignments conducted with real life customers that are part of the program’s Follow-Up Sessions.

In an effort to engage every participant intellectually, emotionally and personally, the Integrity Selling® Seminar employs a Socratic training methodology through lively discussion and interaction among facilitators and participants. This approach helps achieve new levels of teamwork and improved communication between managers and sales people. To heighten personal awareness and accountability and enhance individual motivation, participants engage in personal assessment exercises and evaluate themselves against 18 different dimensions essential for sales success. Participants also examine the root causes of below average performance and productivity.

The “look and feel” of the training materials has been upgraded with materials now presented in a more compelling format. Visually-enhanced PowerPoint presentations, new video and audio segments, along with new forms, assessments and checklists, enhance the training process. Free Re-Certification webinars will be held December through February. See www.IntegritySolutions.com/Certification/Schedule.html for current certification and webinar dates.

About Integrity Solutions®

Headquartered in Scottsdale Arizona, Integrity Solutions® is one of the premier providers of performance improvement solutions. Its growing roster of over 2,000 international clients includes financial institutions, retailers, healthcare organizations, insurance companies, manufacturing firms, credit unions and many others. For over 40 years Integrity Solutions® has been devoted to accelerating the productivity of sales professionals by providing the practical tools, strategies and knowledge to achieve measurable results. Its goal is to help clients create



value for their customers, incorporate Integrity into every aspect of the sales process, and maximize employee potential. Integrity Solutions® was ranked among the “Top Sales Methodology Training Companies” in the nation by the Sales Training Community.