



PRESS RELEASE

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OutSell Consulting Joins Forces with Peloton Global Distribution Services' Elite Membership Group

OutSell Consulting will provide training in sales and customer support services within the insurance and financial industries. The training will position companies for today's challenging marketplace by improving performance, enhancing customer experience and generating revenue results.

San Diego, Calif., **August 13, 2009.** OutSell Consulting announced today that the firm joined Peloton Global Distribution Services. The membership will allow OutSell Consulting to become a part of an elite group of financial and insurance businesses that have world-class industry experience with strategic insight, knowledge, and direct access to extensive marketing capabilities and resources to create higher performance.

Peloton Global Distribution Services creates market opportunities and business advantages for its members by leveraging best practices towards creating growth for their businesses through effective collaboration and strategic partnerships by offering the combined strength of a highly developed group of top performers working together to reach the optimal level of industry competitive success for both the individual member entities, and for the group as a whole. Membership includes some of the largest general agencies, specialty companies, and industry suppliers on a global level.

OutSell Consulting, established in 1996 and located in San Diego and Long Beach, CA and New York focuses on delivering the most results-driven management, sales and customer service training and consulting projects available anywhere, at any price.

"Relevant, impactful training combined with diligent coaching and follow up instill the desired behaviors that lead to improved results and being a part of such an elite membership will provide," said G.A. Bartick, President of OutSell Consulting and co-author of Silver Bullet Selling.

OutSell Consulting works with high-performing sales and customer service companies that includes CPS Insurance Services, Morgan Stanley, Hotels.com, Time Warner, Bank of America,

and Merrill Lynch and many more in multiple industries. OutSell Consulting has delivered over 18,000 training events around the world and trained thousands of executives, sales people and sales managers to help them improve performance, enhance the customer experience and increase company results.

OutSell Consulting uses a training process that has been documented in the book, Silver Bullet Selling which was co-authored by G.A. Bartick, President of OutSell Consulting. “The Bullet Selling process helps us succeed on purpose. This stuff really works. That’s why we’ve trained 10 of the Fortune 50 companies to use it every day. The process helps build the foundation for a solid relationship in a systematic and predictable way,” said G.A. Bartick.

G.A. Bartick of Outsell Consulting explains, “we believe world-class performance is typically an end result of core habits and fundamentals that are committed to, implemented, and followed-up on. Peloton Global Distribution Services is this type of organization and we are very pleased to be a part of its success.”

“Subsequent gains in efficiency, offerings, opportunities, alliances, and potential new revenues elevate Peloton Global Distribution Services’ members’ performance. Peloton Global Distribution Services’ members will benefit from OutSell Consulting’s services and experience. We call this the synergy of success,” said Andy Holden, President of CPS Insurance Services.”

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To Learn More About:

Outsell Consulting / www.OutSellConsulting.com
Silver Bullet Sales / www.silverbulletselling.com

About Peloton Global Insurance Services

Peloton Global Distribution Services Elite Members includes: 3 Mark Financial, CPS Insurance Services, Brilliant Blue, Continuum Worldwide, Outsell Consulting, First Summit Financial, RJI Insurance Services, Advanced Image Direct, and Monday and Associates Public Relations.

To learn more about Peloton Global Distribution Services please visit www.pelotonglobal.com