

**PRESS RELEASE: The Power Of Partnership**  
**June, 2004, San Diego, California**

Artisan Design Group is presenting "The Art Of Selling...The Power Of Partnership" at the National NAFCD Convention this October.

In today's economy, successful sales efforts no longer sell just product ... they sell solutions. The "Partnership Selling" model transforms "product sales representatives" into valued business consultants. By outlining the evolution of sales professionals, Jaimi Julian Thompson will share the five step "Partnership Process" , the critical communications skills needed, and the five powers of negotiation to help your sales force provide the next level of service to your customer.

ADG Performance Success Systems has pioneered the three day "Partnership Selling Series" for companies across the country, including STAINMASTER® carpet and Galleher, Inc. According to Vicki Dryden, Vice President of Sales and Marketing for Galleher, Inc., " There is no question that the Partnership Selling Program that Jaimi Julian Thompson has developed can be rated right along with any of the upper echelon sales training programs available. The program is unique, dynamic and has had a tremendously positive impact on our Sales Force.....and our Sales! "

For more information, contact Artisan Design Group at (619) 269-1211 or [info@ArtisanDesignGroup.net](mailto:info@ArtisanDesignGroup.net).



*March, 2004 – Galleher, Inc. Partnership Selling Graduates poised for a record breaking quarter.*