

NEWS RELEASE

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CONTACT: Elise B. Hamann
The Allied Group
401-946-6100 x. 3171
ebhamann@thealliedgrp.com

BUSINESS EXPERT SHARES VALUABLE INSIGHTS IN NEW MARKETING AND SALES BOOK *FIND 'EM, GET 'EM, KEEP 'EM*

*A combination of wry humor, real-world experiences and practical advice
guides companies to best acquire and retain new business*

Cranston, RI--May 18, 2007—Trafford Publishing recently announced the launch of Brian Butler's new business book, *Find 'em, Get 'em, Keep 'em*, written to help companies increase their sales results by attracting, acquiring and retaining more of the right customers.

As Vice President of Sales and Marketing at The Allied Group, www.thealliedgrp.com, Brian Butler explores three key elements in his book including marketing (Find 'em) – finding potential customers; sales (Get 'em) - getting the actual sale; and, most importantly, customer service (Keep 'em) - keeping the customer satisfied so as to ensure repeat business and foster referrals.

Butler brings to life these three fundamentals by combining a host of unique and witty analogies with solid advice and ideas. Each concept is explained with a common-sense approach so that the ideas can be implemented immediately as well as tailored to a variety and wide range of businesses and their needs. Knowing that the ebb and flow of a strong economy relies on organizations' need to build their customer bases, Butler shares his success in having helped The Allied Group achieve over 500% growth over the past 20 years.

"Brian Butler has put together a comprehensive yet simple approach to harness the three most powerful elements of any successful organization; individualized sales problem-solving, high-level customer service and the marketing strategies to reach those customers," commented John Polumbo, President, Strategic Sales Group, Inc.

Inspired by the challenges he unearthed while listening to many of his marketing colleagues, Butler was determined to address the critical missing link between marketing, sales and customer service. In his preliminary research, he found frustrated and often disconnected business people in addition to some CEOs who lacked the commitment to and understanding of the importance of instituting a coordinated plan between the three functions. Butler made it a personal goal to show more companies how to establish and foster a successful two-way relationship with their customers, ensuring both parties growth and prosperity.

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“I enjoy sales because it is part science and part art,” commented Butler. “There are some sales activities that can be turned into a repetitive, formula-type process to improve results and there are always factors– downturns in the economy, business changes, new competitors – that occur requiring you to think on your feet which is where the ‘art’ comes into play. When you apply the simple yet proven relationship strategies outlined in my book, all parties come out winning.”

Most appealingly, the book includes a wide range of tangible concepts and direction which do not require huge budgets, specialized consultants, or the need to change everything in order to achieve better results. All of Butler’s concepts can be easily adapted to ensure both positive and lucrative growth by creating a lasting impact and enhancing the customer relationship.

“I want to arm people from all companies, non-profit organizations, large corporations, retail, education, government, and home-based businesses with the realization that they don’t have to be stuck with flat or even mediocre sales results. There are many different ways, with modest investment or change, to get significantly better outcomes,” added Butler.

Find 'em, Get 'em, Keep 'em offers valuable information and guidance relevant to any business owner whether he or she runs a small mom-and-pop shop, a non-profit organization, a start-up or a Fortune 500. Butler’s experience has proven to him that if a business exceeds its customer’s expectations and lets them know that their business is valuable and not taken for granted, they will gain their customer’s loyalty, repeat business, referrals, ultimately, giving it an edge over the competition.

Butler holds a degree in marketing from The University of Bridgeport and has spent his 20+ year career at The Allied Group in various sales, marketing and customer service management positions. He is Vice President of Sales and Marketing at The Allied Group -- a Rhode Island-based marketing communications company that has been in business for over 60 years with offices in Cranston, RI; Cumberland, RI and Needham Heights, Massachusetts. He will be conducting book signings as well as speaking at several New England and East Coast marketing seminars and conferences.

Find 'em, Get 'em, Keep 'em was released by Trafford Publishing. For more information about the book or to order, contact www.Trafford.com or www.amazon.com

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