

eXubrio Group LLC Introduces New Sales Training and Sales Coaching Programs



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Buffalo, NY – October 26, 2009 – eXubrio Group LLC CEO Paul McAfee announced today that his company has introduced new sales training and sales coaching programs. The programs teach business-to-business sales people how to match customer needs with their products and services. This process also is called consultative selling or needs-based selling.

Not every sale requires a needs-based approach. Some sales are transactional, such as the purchase of a candy bar at the grocery store checkout line. However, many sales situations require consultation with the buyer to determine the right product or service. eXubrio Group's new sales training program prepares sales people to approach a consultative sale as a relaxed interview process that is enjoyable for both the seller and the prospect.

The properly trained sales person's goal is to understand the prospect's needs, and to match appropriate products or services with those needs. This is vastly different from hard sell – or pushy – sales processes taught by other training organizations. An eXubrio Group trained sales person will build rapport, and a trust relationship, with the prospect. The salesperson will ask appropriate questions to understand the prospect's needs. The ideal conclusion of a successful needs-based sales cycle will hear the prospect explain why he or she wants to purchase the sales person's product or service.

eXubrio Group sales training and sales coaching services are available immediately. Companies wishing to participate can arrange for in-house sales training and coaching programs. In early 2010, eXubrio Group will begin offering offsite training workshops for companies with small sales forces.

eXubrio Group's sales training is closely aligned with the business and marketing strategy processes used nationally by eXubrio Group. These

include the Delivering Profitable Value methodology developed and practiced by Michael Lanning's DPV Group LLC. eXubrio Group also uses its unique customer adoption model that identifies the marketing and sales steps through which every customer passes.

eXubrio Group sales training teaches sales people how to recognize the positive business experiences a prospect will receive if they purchase from the sales person. The program helps the sales person recognize where the prospect is in the buying process. Sales people learn how to help the prospect move through the steps to purchase. This integration of a marketing strategy with the sales process differentiates eXubrio Group's training from others' training. eXubrio Group will customize and personalize in-house training and coaching programs for each of its clients.

About eXubrio Group LLC

In September 2002, Paul McAfee founded eXubrio, LLC. The successful entrepreneur recognized the overwhelming need for more businesses to see a direct connection between investment in marketing and new sales revenue. Since its founding in 2002, eXubrio, LLC, and later eXubrio Group LLC, have successfully served clients in California, Connecticut, New Jersey, New York, North Carolina, Massachusetts, Minneapolis, and Louisiana.

Paul McAfee and Robert Klingensmith co-founded eXubrio Group by joining their existing companies in November 2005 to create a strategy consulting, advertising, PR, and IT consulting agency that can help small to medium sized companies in Western New York. Paul McAfee provides the sales training and sales coaching for eXubrio Group.

Grace Lazzara later joined eXubrio Group to add her public relations and creative team management capabilities to the team.

eXubrio Group's main office is at 1321 Millersport Highway, Suite 204, Williamsville, NY 14221-2900. For more information, visit www.exubrio.com.

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