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DELTA T-Selling used by HEWLETT-PACKARD Sales Force

Fribourg, Switzerland—October 20, 2003--“Work on improving the sales process has little effect unless sales managers resolve the constraints in their sales system” says Alan Nonnenberg, Director of Corporate Accounts Programs at HEWLETT-PACKARD Company in Cupertino, California. “We tested DELTA T-Selling and the results are very encouraging. We selected DELTA-T-Selling as a key component of our initiative to boost the performance of our Corporate Account sales teams world-wide.”

Dr. W. Woehr, the originator of the idea to use TOC (theory of constraints – GOLDRATT, “The Goal”) in the sales system and his partner Dr. D. Legat said, “We are very pleased that H-P recognizes our innovative system approach. It confirms that DELTA T-selling delivers on our promise: to enable sales growth by removing the constraints in the sales system”.

Woehr and Legat have recently published a book about DELTA T-Selling aptly titled “Unblock the Power of your Sales Force!” The book guides top management to set growth goals and motivates “courageous and innovative sales executives to resolve the constraints to their sales growth.” Woehr and Legat claim the reason for their system’s success is; Delta T-Selling lets sales managers achieve more aggressive sales goals. Delta T-Selling emphasizes sales focus on helping customers. Delta T-Selling teaches top management how to achieve bigger and better sales.

In spite of such outside forces as a weak economy and 9/11, the savvy authors argue that it’s inside management that “blocks” companies’ sales and such “constraints” can be overcome with the proper application of their sales management system.

“After reading our short book on a flight, any sales executive will see clearly how they can increase sales immediately”, said Dr. Woehr. DELTA Institute also offers one-day workshops to teach executives their sales management system. “At the end of this day each attendee knows exactly how to apply DELTA T-Selling for immediate sales growth”.

Dr. Woehr and Dr. Legat founded the DELTA Institute S.A. in Fribourg, Switzerland. The consulting company is active in Europe, the U.S., Japan and Asia/Pacific and specializes in Sales Executive Projects, where they deliver significant business growth to clients.

For information:

On the DELTA Institute S. A.: www.delta-institute.com or email: info@delta-institute.com

On the book UNBLOCK THE POWER OF YOUR SALESFORCE!, ISBN 3-7083-0082-3
<http://www.delta-institute.com/BooksLinks.html>

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