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For Immediate Release

B-to-B Seminar Addressing the Disconnect Between Corporate Marketing and Sales Makes Strong Debut

Englewood Cliffs NJ, June 13, 2006 — “How to Win New Business,” a unique new seminar developed by Group M Inc. and Bombadil LLC, made a successful debut on May 24 in Saddle Brook, NJ.

The seminar, held at the Radisson Hotel, was created to help business-to-business directors and managers learn how to bridge the gap between marketing and sales—a strategic goal that has proved to increase revenue 25 percent or more at those companies that effectively make the transition.

“Sales and marketing execs don’t always see eye to eye,” said Rosemarie Monaco, an expert in public relations and integrated marketing who is the founder and president of Group M, “this is largely because although they have lots of meetings, they usually go off and do their own thing. But so much more could be achieved when the two work as a unit. Our seminar shows them what they have been missing and how they can boost sales with a truly cooperative effort.”

“It was satisfying to see such an interested and analytical group of professionals at our seminar,” added Andy Gole, founder and president of Bombadil. “It proved to us that many business people recognize the divide between sales and marketing and are quite eager to try new things—proven methods—to grow their businesses.” Gole’s breakthrough methods are based on 25 years of sales experience in a wide variety of markets.

“It was a very effective program,” noted attendee James Coyle, president of the Gateway Regional Chamber of Commerce, an 1800-member organization that is the largest of its kind in Northern New Jersey. “The interaction between both presenters, Rosemarie Monaco and Andy Gole, was excellent. I think it was because of that, in addition to the new ideas they presented, that many in the audience were so willing to engage in valuable discussions during and after the seminar.”

Group M and Bombadil are continuing to collaborate on a series of projects and seminars to assist companies in their sales and marketing efforts. For more information, contact Group M at 201-227-0747 or Bombadil at 201-415-3447.

About Bombadil LLC

Bombadil develops breakthrough selling techniques and management strategies for a wide variety of organizations, including advertising and public relations, commercial renovation, direct sales, franchising, manufacturing, printing and packaging and more. Founded by sales



expert Andy Gole in 2004, after eight years consulting experience, Bombadil is dedicated to helping companies shine and unleash their untapped power and music.

About Group M

Founded in 1991, Group M Inc offers public relations and integrated marketing services to a variety of clients. The company's PR and marketing philosophy combines a small agency hands-on approach with experience and success on a global scale. Group M offers a full spectrum of public relations and marketing communications services. From strategic planning through project implementation, Group M develops and delivers key messages effectively and cost-effectively. For more information, visit www.groupm.org.