

PRESS RELEASE

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Altamonte Springs, Florida and Denver, Colorado

**** FOR IMMEDIATE RELEASE ****

The International Guild of Professional Consultants (IGPC) and FOCUS ON SALES[®] . announced today a joint training program that highlights and recognizes each organization's leading position in the fast growing industry of independent consulting.

IGPC is the consulting industry's trade association that has been aggressively promoting standards and certification to insure that the independent consulting industry maintains a high degree of professionalism, ethics and competency. Membership in the IGPC as well as completion of IGPC schools such as the Certified Professional Consultants (CPC) and/or the Certified Professional Marketing Consultant (CPMC) gives independent consultants the tools needed to develop and grow a successful consulting practice that is recognized by others as meeting a high level of professional standards.

FOCUS ON SALES[®] . is the largest and fastest growing consultant licensing company of its kind in the country. FOCUS ON SALES[®] establishes, trains and supports independent marketing consultants for small businesses. As a result of its unique and successful licensing approach for marketing consultants, Focus on Sales, Inc. licensees receive equipment, training, products and continuous support that allow them to build their clients' businesses dramatically.

Both FOCUS ON SALES[®] . and IGPC have witnessed, and are in part responsible for, the explosion of growth in the independent consultant business. There are now approximately one million consultants in the United States alone. This number is growing at an estimated rate of ten to fifteen percent annually. This double-digit growth - with sixty thousand new practices opening every year - is expected to continue over the next several years.

"One of the most disturbing issues in our industry," says Dave Shaw, President of FOCUS ON SALES[®] ., "has been the lack of a uniform code of professional standards for consultants. We saw the training programs and certification standards of IGPC as the answer that our company, as well as the entire industry, has been looking for."

"The IGPC training program for Certified Professional Consultants (CPC) and Certified Professional Marketing Consultants (CPMC) is the best I've ever seen," added Dave Shaw.

Meil Bartoschek, Executive Director of the IGPC said that, "The high degree of integrity and professionalism as well as the industry-leading position of Focus on Sales, Inc. makes us very excited about this new, precedent-setting relationship between our two organizations. The Focus on Sales, Inc. licensees around the country are certainly the best trained and supported marketing consultants that I am aware of. The Focus on Sales, Inc. licensing program is an excellent model for everyone in our industry to follow."

Effective September 1997, all new Focus on Sales, Inc. licensees will attend the IGPC Certified Professional Marketing Consultant (CPMC) training school as part of their initial training. Furthermore, effective immediately, all current Focus on Sales, Inc. licensees will be recognized by the IPGC as having met the requirements for graduating from CPMC school.

For further information contact Saralyn Collins at the IGPC at 1-800-717-0899 or contact Marian Bomar at 1-888-37-FOCUS for information about FOCUS ON SALES[®]