



Beacon and Company's Sales Training and Coaching Methods for Retail Banking Clients Led to Banner Year in 2009

Outlook Bright for 2010 as Banks Emphasize Customer Retention, Increased Cross-Selling and New Relationships to Maximize Revenues

South Dartmouth, MA – January 21, 2010 – Beacon and Company president Kathleen Shea announced today that her company has just closed the books on its best year ever, despite the sluggish economy and turmoil within the banking sector, Beacon's target market.

The company's flagship product is [Beacon Sales Coach®](#), a leading sales training and coaching process for retail bankers. Shea pointed out that Sales Coach proved to be an invaluable tool for retail banks that saw customer retention and increases in "share of wallet" as the keys to success in 2009. She also noted that Beacon doubled its revenue by adding several new clients to its existing base of satisfied customers.

In September 2009 [the company launched Beacon Sales Coach Plus®](#), which provides a Beacon professional to work with bank personnel in organizing and conducting Sales Coach meetings with managers from bank branches and call centers. Beacon also added a training service that supports or supplements training staffs and enables banks to train new managers on an ongoing basis.

Sales Coach features more than 50 sales management meetings, including such staples as "How to Differentiate Your Company;" "Recognizing Sales and Service Clues;" and "Facing Competitive Challenges." Each session includes tips on preparation, conducting the meeting, gaining commitment from staff, and coaching for success.

"We realized from the beginning of 2009 that companies' spending budgets were cut and that our products would have to provide measurable results," said Shea. "We quickly saw that our customers had the same outlook and priorities. We're very pleased that Beacon's products and services enabled them to conduct productive meetings that led to their own increases in sales, heightened customer loyalty, and a substantial measure of overall success in the down economy."

About [Beacon and Company](#)

Founded in 2003, Beacon and Company specializes in sales management, training and coaching for the financial services industry. Beacon's team of banking and marketing professionals have been recognized both nationally and internationally for assisting clients to improve profitability and market share by maximizing existing resources. Beacon also helps organizations facilitate cultural change and achieve continuous improvement in sales and service delivery.

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