



## **Breakthrough Business Performance Launches BreakthroughAssess 3.0 Solution Specifically for Consultants, Coaches, and Trainers**

*Business assessment offering combines personalized guidance with powerful software-based analytics to help practitioners grow their business.*

**FRAMINGHAM, MA – May 6, 2010** – Breakthrough Business Performance (BBP) today announced the launch of BreakthroughAssess 3.0, a sophisticated solution that blends collaborative consulting and training with software for developing surveys and assessments to help business consultants, coaches, and trainers provide more value to their clients. BreakthroughAssess also provides capabilities that help consultants grow their own business with better ways to engage prospects, survey constituents, and understand their own market.

The software featured in BreakthroughAssess helps consultants quickly and accurately provide customized analysis for their clients, along with automated report generation that identifies potential problems and possible solutions. This allows the consultant to work quickly and thoroughly in designing a plan of action for the client. Surveys and assessments are proven, powerful tools that enable consultants to increase their visibility and showcase their expertise in a crowded marketplace, according to Ronna Cohen, president and founder of BBP.

Cohen went on to explain that BreakthroughAssess goes beyond that automated surveying component. The experts at BBP deliver world-class coaching and training in conjunction with the survey's results, helping users to pinpoint the most pressing issues and to identify the opportunities for dealing with them that will be most effective for clients.

“We work directly with our users - the consultants, coaches, and trainers. By getting to know their practices and focusing on enhancing their core strengths, we enable them to more fully understand their options. We help them set realistic yet transformational goals, and put strategies and actions in place that will ensure their success. BreakthroughAssess is a marketing tool – loaded with features - that allows consulting and coaching organizations to build upon their expertise and grow their business,” explained Cohen.

BreakthroughAssess also includes a variety of webinars, a resource center, and a community forum where users can share experiences, learn from colleagues, and ask questions.

"Having worked with Ronna and used BreakthroughAssess for a year. I can definitely say that my business has improved because of her coaching and the robust capabilities of the survey and assessment software. Ronna is a very knowledgeable business coach. Our meaningful collaboration and her pro-active insights with specific recommendations are a boon to my practice," states Jeanette Nyden, JD, principal of [J. Nyden and Company](#) and author of *Negotiation Rules! A Practical Approach to Big Deal Negotiations*.

"Our years of experience in this niche allow us to provide coaching, training, and software expressly designed for their unique needs and business models of our users. Essentially, we coach the coaches," said Cohen.

The BreakthroughAssess software offers users a broad range of flexible features, from survey construction to various data segmentation options. Its reporting functions allow users to create charts and graphs as well as customizable reports. BreakthroughAssess goes beyond published survey results to provide comprehensive reports that showcase consultants', trainers', and coaches' expertise to clients and to help promote their business to prospects.

### **About Breakthrough Business Performance**

Founded in 2008, **Breakthrough Business Performance** (BBP) draws on its experts' decades of experience in founding and running successful businesses as well as in small businesses consulting. BBP provides a unique integration of comprehensive coaching and training with cutting-edge software that helps consultants enhance their offerings for current clients and demonstrate their expertise to engage new clients as well. For more information, visit [www.breakthroughbp.com](http://www.breakthroughbp.com).

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