



INFORMATION

Date: February 2007

Rhema Group welcomes Specialist Sales Trainer Mike Ramsay as a new Associate Consultant.

Rhema Group has appointed Mike Ramsay as their Sales Training Specialist in the area of using leasing products to increase sales for vendors and their value added resellers (VARs).

Financing Solutions are increasingly used by Original Equipment Manufacturers and their channels to market to make it easier for end-user customers to spread the cost of purchase of equipment and to facilitate the upgrading of equipment in the future. Vendors and their distributors have not always found it easy to train their sales staff to use a rentals solution effectively in the sales process. They need not face this challenge any more.

Rhema Group MD Jeremy Francis commented:

“Mike Ramsay’s ‘Selling with Rentals’ training programme revolutionises the approach to using leasing products in the sales process. By changing the attitudes and mindsets of front line sales people, and equipping them with the knowledge, processes and skills they need to sell effectively Mike has achieved quite astonishing results. We are delighted to welcome him as our Sales Training Specialist in this area”.

Mike Ramsay added – “Rhema Group is a high quality global provider of sales training to the financial sector, particularly in the vendor leasing area. I am looking forward to working with them to create unique sales training programmes which will increase sales for the vendor and penetration for the leasing provider”.

Mike’s details can be found on the Rhema Group website (www.rhemagroup.com) in the Our People Section.

Contacts...

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Notes to Editors

The Rhema Group www.rhemagroup.com is a highly respected and well-established UK human resource development company which also operates globally. Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.

Focusing on Talent Development, Management Development, Performance Management, Customer Service and Selling Skills, Rhema provides on a 24/7 basis customised and blended solutions involving business consultancy, assessment/psychometrics, training, coaching, software and E-learning (via internet and client intranets).

Rhema Group includes a roster of talented and experienced UK consultants, and through 25 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia, Rhema delivers proprietary products and services globally in a variety of languages – in particular to multinationals looking for high quality, customised and consistent international roll-out of centrally mandated people development programmes and assessments. Clients include Microsoft, Société Générale, Reed Business Information, BOC Group, International Financial Data Systems, Institution of Civil Engineers and leading Dutch vendor lease organisation De Lage Landen.