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**The Business Coach of Texas advances new partnership  
with sales training powerhouse, Action Selling**

*Distributor agreement and accreditation allows BCOT to provide professional sales training, assessments and certification programs for clients throughout the Southwest*

**DALLAS—May 12, 2009**—The Business Coach of Texas (BCOT) announced today that it has entered into a distributor agreement with Minneapolis, Minn.-based Action Selling. BCOT is now accredited to provide Action Selling professional sales training, assessments and certification programs for its clients throughout Texas and the Southwest.

The Action Selling methodology has been successfully taught for more than two decades and has been implemented by more than 2,500 companies and 300,000 certified professional sales executives across the United States. The Action Selling-BCOT agreement is one of only a handful worldwide that allows for an independent, third-party company to provide this service on behalf of its clients and sales coaching partners.

“Action Selling is very pleased to appoint The Business Coach of Texas and Eric H. Gore to independently provide our full suite of training and assessment services,” said Romaine Bechir, vice president of sales training at Action Selling. “The full depth of sales capabilities as evidenced by Mr. Gore’s nearly 30 years of professional sales and sales leadership experience when combined with Action Selling’s comprehensive sales training program clearly positions The Business Coach of Texas to lead the way for sales training excellence on behalf of his firm’s clients.”

Action Selling provides a systematic approach to managing and conducting the entire sales process. The complete training program provides all the necessary tools for students and instructors. Training is customized specifically for each organization’s selling situation and even for individual salespeople. Studies document that veteran salespeople who become Action Selling Certified improve their sales performance at six times the rate of others. Students participate in a highly interactive two-day training session facilitated by highly trained, Action Selling certified instructors. Students then take part in Skill Drills to refine and reinforce their new skills in the field. Accountability is built into the process with management reinforcement, plus an assessment and full certification system.

“The Business Coach of Texas selected Action Selling over a number of other sales training partnership programs, including companies offering franchise operations, because the entire suite was clearly above anything currently offered by any other provider,” said Eric H. Gore, president and chief

executive officer at BCOT. “Now, with the addition of Action Selling to our full line-up of business and executive coaching services, BCOT can deliver a compelling executive sales training solution to help our clients and other sales coaching partners raise the standards for professional sales excellence and optimal results.”

### **About The Business Coach of Texas**

The Business Coach is led by Eric H. Gore, its founder and president. Gore is a seasoned international business executive with 25-plus years of experience in sales, management and executive leadership at Fortune 500 and technology start-up companies. He’s served as a sales turn-around specialist who most recently worked with the executive team at a data security firm. Gore led and helped execute a new strategy that resulted in growth that exceeded 300 percent in one year, led to a global partnership with a Fortune 20 corporation and a \$22 million venture capital investment. He also served as vice president of sales for a multi-national corporate account team, vice president of federal sales and vice president of business development. Gore has a bachelor’s degree in business management from The University of North Texas in Denton, Texas, and a master’s of business administration degree from the Kelley School of Business at Hardin-Simmons University in Abilene, Texas. Gore is a current member of the Worldwide Association of Business Coaches, the International Coaching Federation of North Texas and adheres to Robert Hargrove's Certified Masterful Coaching program. For more information, contact Eric Gore at [ericgore@thebusinesscoachoftexas.com](mailto:ericgore@thebusinesscoachoftexas.com), or call 214-668-1702. BCOT serves clients from its east Texas location (1307 West Main Street; Suite B-162 in Gun Barrel City, Texas 75156) and in north Dallas at 2510 Tarpley Road; Suite 100, Carrollton, Texas 75006. Visit the BCOT Web site at [www.thebusinesscoachoftexas.com](http://www.thebusinesscoachoftexas.com).

### **About Action Selling**

Founded in 1990, Action Selling has dramatically increased sales productivity for more than 2,500 companies and over 300,000 salespeople worldwide through Action Selling [Sales Training](#) and Sales Certification Programs. Headquartered in Minneapolis, Action Selling is internationally known for its strong intellectual property and excellence as a strategic sales training solution and resource. Action Selling creates a culture of sustained business growth in any industry through its research-proven selling process; an easy-to-follow road map that shows salespeople how to consistently win the sale, shorten sales cycles, protect margins and cultivate loyal customers. Training Industry Inc. recognized Action Selling as a Top Sales Methodology Training Company in 2009. Studies document that salespeople who become Action Selling certified improve their performance by six times the rate of other sales people. In a competitive situation, they consistently outsell the competition. For more information, visit [www.actionselling.com](http://www.actionselling.com).