

# News Release

## For Immediate Release



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### **The Business Coach of Texas expands to north Dallas, opens Carrollton office**

**DALLAS—April 2, 2009**—The Business Coach of Texas (BCOT), based in the east Texas community of Gun Barrel, Texas, expanded its services to north Dallas and opened a new office in Carrollton, Texas. The office is located at 2510 Tarpley Road, Suite 100, Carrollton, Texas 75006.

BCOT's north Texas presence largely serves companies and clients in technology product development, manufacturing and professional services. The company, led by Eric H. Gore, helps owners and executives with business strategy development, executive coaching and high-impact, business-to-business sales training.

For Richard Meggs, Jr., principal of Meggs & Company, a Dallas Certified Public Accounting firm, The Business Coach of Texas, has helped the company develop—and remain focused—during its first year.

“The Business Coach of Texas delivers fresh perspective for our executive team—perspectives based on corporate experience of all kinds,” said Meggs Jr. “Eric Gore was especially valuable to us as we launched our new professional CPA services business. He helped us to stay focused on executing our market development plan, fine tuning it and making sure we had substantial measurements throughout our new roll-out.”

The Business Coach of Texas provides business coaching services built on what Gore calls ““tough, road-proven techniques.” This approach helps businesses—and business leaders—move from traditional transaction-oriented thinking to transformational solutions that enable companies and executives to achieve break-out results, even in the toughest of economic times.

“We have the depth and breadth of experience to sit eye to eye with business owners and executives facing an obstacle, or simply wanting to achieve more,” said Gore. “Combined with coaching strategies created by Robert Hargrove, creator of the Masterful Coaching practicum, we deliver performance-driven business coaching, sales training and more.”

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 Fortune500 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. Mr. 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.

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