

# News Release

## For Immediate Release



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### **The Business Coach of Texas launches new online presence to help “recession proof” companies in tough times**

**GUN BARREL CITY, Texas—Feb. 23, 2009**—The Business Coach of Texas, led by founder and president Eric H. Gore, launched <http://www.thebusinesscoachoftexas.com>, a new Web site today that shares how business owners and executives may discover the value of “recession-proofing their businesses and careers” through business coaching. In addition, the company has signed about a dozen new clients since company formation in January.

“We created this Web site to be the starting point for any business owner, sales executive, leader or manager who’s wondering how they can improve personal and corporate performance, and continue to succeed, despite tough economic times,” said Gore, president and founder of The Business Coach of Texas, based in Gun Barrel City, Texas, a community 55 miles east of downtown Dallas.

Since January, Gore and company have signed a dozen new clients, including a real-estate company chief executive officer and several top sales agents, a large federal systems contractor, a nationally ranked high-tech sales executive and a new Certified Public Accounting firm. In addition, Gore serves a number of these executives one on one.

“Real estate industry sales have been particularly challenging over the past 18 months,” said Robert Blaase, chief executive officer at Coldwell Banker/American Dream Realty in Gun Barrel City, Texas. “Working with The Business Coach of Texas has enabled us to sharpen our selling focus, better align priorities and achieve our real estate sales results to the level our customers have come to expect.”

Eric H. Gore is an international business executive with 25 years of experience in sales, management and executive leadership at Fortune 500 and technology companies. As a high-tech, sales turn-around specialist, he recently worked at a data security firm to help them execute a new strategy that resulted in growth exceeding 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 also as vice president of business development. He also has in-depth institutional technology sales experience with large U.S. federal agencies and multi-national corporations. He is an accomplished public speaker on issues ranging from sales training to leadership development. He has a bachelor’s degree in business management from The University of North Texas in Denton, Texas, and

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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 the University of Texas graduate coaching program.

“Business coaching is gaining popularity as a bona fide profession of experts who can help leaders and corporations improve business performance and results,” said Gore. “Our job is to help business and government executives, sales professionals and community leaders achieve their inspired goals through effective coaching strategies and proactive organizational development techniques.”

For more information, contact Eric Gore at [ericgore@thebusinesscoachoftexas.com](mailto:ericgore@thebusinesscoachoftexas.com), or call 214-668-1702. The company is headquartered at 1307 West Main Street; Suite B-162, Gun Barrel City, Texas 75156.

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