



**Innovative 7 Step Selling In Color Sales Training Program Introduced to NOVAtime's East Coast Team of Dealers and Distributors in Cincinnati**

*NOVAtime introduces its new sales & marketing training series to its second nationwide group of dealers and distributors during two-day program at Cincinnati.*

(PRWEB) June 7, 2005 -- NOVAtime, ([www.novatime.com](http://www.novatime.com)), a leading technology company that develops time and attendance and workforce management solution that is fully integrated with various time clocks and data collection terminals, concluded its second two days fully customized Selling in Color Sales Training series designed exclusively for the NOVAtime's nationwide team of dealers and distributors, held between June 2 and June 3.

The goal of this program is to take the guesswork out of selling and marketing the way customers want to buy. The objectives are to help salespeople of NOVAtime's business partners to develop the knowledge, attitude, skills and habits they need to meet their productivity goals. Innovative in concept and unique in approach, this Sales Training program is designed around the seven primary points of a sale, utilizing a simple, yet unique method for identifying the buying preferences of customers. This educational information is important for NOVAtime's business partners to position themselves beyond a provider for time and attendance / time clock solutions; they will help their customers to solve time and attendance problems, control labor costs, and enhance overall business performance for their customers.

Explained Brian Rice, Director of Sales, NOVAtime: "This training series is a continuation of NOVAtime's commitment to our business partners, and follows our philosophy, 'You grow, we grow!'. The level of professionalism and expertise Pete Nelson displayed with customizing his program for our dealers and business partners is world class. The programs in Los Angeles and Cincinnati were truly a huge success."

"Selling In Color is a fun, simple and powerful approach to increasing sales productivity and creating long-term, customer satisfaction", said Nelson, CEO, The Valeo Group, and creator behind Selling In Color. "Although it's designed around a seven step selling system, each Selling In Color program is different due to the level of customization we do for our customers. With NOVAtime, we spent over two months working with their executive team to ensure the sales training classes met the unique challenges their dealers and business partners were facing."

NOVAtime has a strong commitment to provide the best products and services to their business partners, whether it's the time and attendance / workforce management products that they're selling, or the tools that their business partners will be using for their front-end sales professionals. This commitment resulted in over 20 different companies, representing NOVAtime business partners, sending their employees to the first two Selling In Color programs.

"Selling In Color was the best sales & marketing seminar I've ever attended," remarked Jerry Friedman, owner, Time Data Systems, Inc., who attended the Los Angeles program on May 19 & 20.

"I've been selling professionally for over twenty years and Selling In Color gave me a ton of information on how to improve my sales skills that I had never even thought of," said Craig Davis, account executive for Cincinnati Time Systems, who attended the Cincinnati program on June 2 & 3.

About NOVAtime

With corporate offices located in Monterey Park, California, NOVAtime is a leader in integrating time and attendance systems with a company's human resources and payroll. Known for their scalable software technology, many of the best-managed companies in the world have chosen NOVAtime as the preferred time and attendance and workforce management software provider. For more information on NOVAtime, please visit [www.novatime.com](http://www.novatime.com) or call 877-486-6682.

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