



Two Days Sales Training for NOVAtime's West Coast Business Partners Held in Los Angeles

Many NOVAtime's west coast business partners' sales professionals heard from author and sales & marketing expert Pete Nelson and leading time and attendance expert Brian Rice to improve their selling skills and addressed marketing, branding and networking techniques and strategies.

Monterey Park, CA (PRWEB) May 26, 2005 -- NOVAtime, (www.novatime.com), an innovative technology company that develops time and attendance and workforce management software, concluded its first two days Selling in Color Sales Training series designed exclusively for the NOVAtime business partners' sales professionals, held between May 19 and May 20.

The objectives of this sales training is to help salespeople of NOVAtime's business partners develop the knowledge, attitude, skills and habits they need to meet their productivity goals. This program's intent was to transform the mindset of NOVAtime's business partners' sales professionals with powerful information from the Seven Steps for Selling the Way Your Customers Want to Buy, tips and information to customize or colorize their sales presentations, as well as teaching them to speak about their products and services in thirty (30) seconds or less.

As Nelson delivered detailed and interactive workshop on sales, marketing, and branding topics, while Rice offered specific sessions in how to promote NOVAtime's time and attendance / workforce management products.

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.

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, tools that their business partners will be using, promotions for their front-end sales professionals. This is a continuation of NOVAtime's commitment to their business partners, as Frank Su, NOVAtime's president stated during their seventh (7th) Annual International Business Partner Conference in Las Vegas, "You grow, we grow!"

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 and Brian Rice, please visit www.novatime.com or call 877-486-6682.

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