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## ES Research Announces First-Ever Certification Program for Sales Training Organizations

### New Program Provides Companies with Tool for Assessing Sales Performance Measurement

WEST TISBURY, Mass.--(BUSINESS WIRE)--ES Research Group (ESR), one of the nation's leading advisory firms for sales effectiveness and performance, today announced the introduction of its new ESR Certified Measurement Program (*ESR/CMP™*). The Program is the sales industry's first fully independent evaluation and approval rating system for measuring the performance of sales training initiatives that are delivered by vendors to America's leading corporations.

The Program provides an objective analysis of the capabilities of the nation's leading sales training vendors and their methodologies for companies seeking to engage a sales trainer and implement sales measurement initiatives. Before achieving an *ESR/CMP* certification, vendors must demonstrate their expertise by undergoing a rigorous evaluation and an in-depth analysis of their program. All sales training organizations that pass ESR's set criteria are certified by ESR as a Sales Performance Measurement Provider. Certified vendors are required to be re-certified annually to maintain their certification status.

"Corporate sales professionals understand the need – and benefits of – sales training and performance measurement to their companies' topline, but often these same organizations don't have any set standards for evaluating the best sales training provider for their organizations—and our new *ESR/CMP* program solves that issue," said Dave Stein, chief executive officer, ES Research Group, Inc. "The *ESR/CMP* seal takes the guesswork out of the vendor selection process to provide corporate sales executives with a higher level of confidence in their vendor selection."

### The Certified Measurement Program (*ESR/CMP™*)

The Program awards a best business practice certification to sales training companies that undergo a comprehensive review and evaluation process of their performance measurement program. This process examines the full scope of the company's implementation and methods for measuring sales performance. To be eligible for designation as an ESR Certified Provider, sales training companies must satisfy a series of ESR-prescribed service quality standards.

ESR created its Certified Measurement Program to promote best practices in sales performance measurement, and to ensure that corporations have a means to quickly assess the performance improvement effectiveness of services being offered by the sales training industry. For more detailed information about the Certified Measurement Program, go to [www.ESResearch/CMP](http://www.ESResearch/CMP).

"This is a way for skilled vendors to be recognized for their expertise and best practices," added Al Case, Research Fellow, ES Research Group, Inc. "Our certified vendors stand apart from other sales training providers. They've repeatedly demonstrated expertise in their field, as well as best practices and we have recognized them as the leaders in their industry."

Charter members of the Program that have been evaluated and approved by ESR include:

- Wilson Learning Corporation
- Sales Performance International (SPI)

- Performance Methods, Inc.
- The Complex Sale, Inc.

ESR will continue evaluating additional sales training organizations for certifications throughout the year. Vendors should contact ESR directly for additional information and criteria.

### About ES Research Group

Based in West Tisbury, Massachusetts, ES Research Group, Inc. (ESR) is a business advisory firm that helps companies evaluate, select, implement and measure their sales performance improvement programs and companies that provide them. ESR offers a range of premium subscription-based or a la carte analytic and assessment reports, teleconferences and advisory services. ESR is the trusted source by Fortune 500 companies, leading investment firms and sales and training executives at smaller high growth companies for independent research and advice on sales performance improvement. Visit [www.ESResearch.com](http://www.ESResearch.com). ESR publishes an annual Sales Training Vendor Guide, which is the industry's only independent analysis and ranking of the nation's top sales training organizations. For more information on ESR's current Sales Training Vendor Guide, go to [www.ESResearch.com/salestrainingguide](http://www.ESResearch.com/salestrainingguide).

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