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**THE LOYALTY GROUP LAUNCHES THINKTWICE™ PRODUCT LINE FOR
HR, TRAINING, COACHING & SALES PROFESSIONALS**

thinktwice™ 30-day “sales-boosting” program successfully debuted at Selling Power Leadership Conference in San Francisco

April 18, 2006 (LOS ANGELES) — The Loyalty Group, a training and consulting company serving Fortune 1000 companies, today announced immediate availability of thinktwice™, an educational sales tool designed for sales professionals, sales managers, conference organizers and entrepreneurs. The new product was well-received at the recent Selling Power Leadership Conference in San Francisco.

The thinktwice™ Sales Cards are based on 31 core concepts from The Loyalty Group’s proven sales training program, **SalesInAction™**. The Sales Cards are one of many products developed by The Loyalty Group for sales, training, coaching and HR professionals. The thinktwice™ product line is based on The Loyalty Group’s four areas of expertise that include: performance management, sales, selection and customer service.

“Because of pressure to meet goals, most salespeople get caught up in activity and sales pitching. They don’t take time to think or plan,” says The Loyalty Group CEO Phyllis Roteman, a 24-year sales and training veteran. “The Cards were designed to give busy salespeople a quick ‘time out’ from their activities to think about the value of what they’re doing. The goal is to teach salespeople to sell ‘smarter’, dig for untapped sales opportunities and sell solutions based on overall value, rather than price.”

A companion product, the thinktwice™ Leader’s Guide for Sales Managers, is also immediately available. The Leader’s Guide allows a sales manager to facilitate 15-45 minute “mini-trainings” during sales meetings. In each meeting, salespeople may “think twice” about a specific sales behavior or approach, discuss it as a group and then try it in the field. [<http://www.theloyaltygroup.com/whatsnew.html>]

“I use the thinktwice™ Sales Cards and Leader Guide as coaching and reinforcement tools with my clients,” says Bob Heth, President and CEO, Kaizen Performance and sales development expert. “I love these products. Most sales managers know that they need to coach and develop their salespeople — but most of them don’t know *what to do* or *how to do it*. The thinktwice™ tools give sales managers what they need — easy to use sales coaching tools to close skill gaps and energize sales meetings.”

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Roteman is encouraged with the 2006 launch of the thinktwice™ Cards. After testing the initial prototype deck in 2005, Chevron placed The Loyalty Group's first order for the thinktwice™ Sales Cards. A new product, thinktwice™ Coaching Cards and an accompanying "how-to" guide for managers to coach their staff is scheduled for release in later 2006.

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EDITOR'S NOTE: High resolution images of select thinktwice™ Cards, the cover and pages from the Leader's Guide for Sales Managers™, and headshot of CEO Phyllis Roteman are available upon request.

thinktwice™ Product Details:

thinktwice™ Sales Cards

Price: **\$39.95**

Size: 3.25" x 4.75"

Colorful card deck of 31 sales tips based on TLG's proven SalesInAction™ training methodology. Cards titled "Find the Pain," "Talk Less, Listen More" and "Ask So What?," contain bullet-pointed insights with hand-drawn watercolor illustrations by San Francisco artist Carol Garnett Elbert. Heavy-duty snap closure carrying pocket included.

thinktwice™ Leader's Guide for Sales Managers

Price: **\$199.95**

Size: 5" x 7"

Colorful 128-page spiral-bound guide & the thinktwice™ Sales Cards. The guide includes easy-to-follow, step-by-step instructions to facilitate "mini-trainings" during sales meetings. Includes a durable carrying case.

For more information on The Loyalty Group's proven sales training program, **SalesInAction™** please visit: <http://www.theloyaltygroup.com/whatwedo.html>

About The Loyalty Group

The Loyalty Group [www.theloyaltygroup.com] is a training and consulting firm specializing in the "people side" of business. The company provides services in sales training, selection, performance management, succession and customer service. The firm has developed and delivered sales training, performance management training, coaching and countless programs across a variety of industries, for companies such as Knight Ridder, Tropicana/Pepsico, Zenith National Insurance, Alltel, Royal Caribbean Cruise Lines, Florida Power and Light and Sensormatic Electronics. For more information call 818-981-8806, or visit [www.theloyaltygroup.com]