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FOR IMMEDIATE RELEASE

Industry Gurus Launch Global CRM Training, Education and Research Company

ATLANTA, Aug. 11, 2005—Best Practices Training Partners, LLC (BPT Partners), perhaps the highest-powered CRM training company ever created, announced both its corporate launch and its first global training seminar series today from its headquarters in Atlanta, Georgia.

BPT's initial global training seminar series, "CRM at the Speed of Light" will cover nine cities in the United States and Asia. From October 2005 through March 2006, BPT will be in six U.S. cities—Atlanta, New York, Washington, D.C., Boston, Dallas and San Francisco—and three Asia Pacific cities— Hong Kong, Shanghai and Singapore.

"We are thrilled to introduce BPT," said Bruce Culbert, who is joining forces with noted CRM expert Paul Greenberg in the company. "This training venture is one that is unique because of the level of CRM industry leadership that is involved with us. We will be bringing the insight and experience of the world's leading authorities on the topics that make a difference to the CRM industry and the professionals that make up that industry in sales, marketing and service careers. Our vision is for BPT to become the trusted global brand for training and education that delivers bottom-line results and enhances the career opportunities of the professionals we serve."

Culbert is the former general manager of salesforce.com's Global Services group and BearingPoint's senior vice president for CRM worldwide. Greenberg is author of the CRM industry's "bible," *CRM at the Speed Light: Essential Customer Strategies for the 21st Century*, 3rd Edition, and president of The 56th Group, LLC. BPT is supported in its global launch and on the tour by a number of key partners including CRMGuru.com, the No. 1 customer management portal; the National CRM Association; Rutgers University Center for CRM Research; and Greater China CRM (GCCRM), a BPT joint venture partner covering Asia Pacific.

Bob Thompson, CEO of CustomerThink Corp. and founder of CRMGuru, stated his support for the venture in a statement issued this morning. "CRM success is driven by customer-centric strategy and attention to organization and measurement issues," he said. "These 'soft' issues are the real challenges, not installation of software, according to CRMGuru research on thousands of CRM projects. I'm delighted to endorse BPT and its training programs, which promise to bring sorely needed help to business executives and CRM implementation managers."

Training at the management and executive level is only one of the services BPT provides. "We don't want to do just an ordinary job," Greenberg said. "We not only can train executives with contemporary state of the industry subject matter, but also we are able to customize courses to meet the needs of

specific companies. Our research arm can provide CRM research that can help direct how your company can best serve your customers. The more you know, the better you are.”

About BPT Partners, LLC

BPT Partners is a leading provider of CRM training, education and research. With offices in Atlanta, Dallas and Washington, D.C., and partnerships that span the globe, BPT Partners can provide full-service CRM training from executive education on CRM strategy to “Best Practices” training in the areas of sales, marketing and customer support. BPT Partners provides CRM training in both the cutting edge and the classic strategies and processes that made CRM one of the most successful business approaches in decades. BPT's trainers and subject matter experts are notable professionals who have won awards for their industry leading thinking and practices.

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