



Minneapolis, MN/July 15, 2015 — Today IMPAX announced that it has been included on the Selling Power 2015 list of the Top 20 Sales Training Companies that excel in helping sales leaders improve the performance of their sales teams. The list appears in the August issue of the *Selling Power* magazine, which will be available to subscribers the first week of August.

Mark Shonka and Dan Kosch, Co-Presidents of IMPAX said, “We are honored to receive this award. This award takes client satisfaction and a proven track record of ROI heavily into consideration. It is a testament to our team at IMPAX who achieves these quality results for clients every day.” Selling Power editors say the firms included on the 2015 Top 20 Sales Training Companies list have “demonstrated an excellent awareness of the skills and tools required in order to succeed and remain competitive in today’s selling environment.”

According to Selling Power publisher and founder Gerhard Gschwandtner, sales training is a vital component of a high-performance sales organization.

“Great salespeople require the right toolset, the right skillset, and the right mindset to win,” he said. “A great, consultative sales-training initiative can address all three areas. Sales leaders should use this list of the Top 20 Sales Training Companies to find the solution that best suits their needs.”

Each sales-training company featured on this year’s list offers sales organizations the following benefits.

- * Provides a consultative experience.
- * Quantifies results with metrics.
- * Offers customization and post-training support.
- * Has a documented track record of ROI and customer satisfaction.

Here are the four main criteria Selling Power considered when selecting the top sales-training companies.

- 1) Depth and breadth of training offered
- 2) Innovative and new offerings (specific training courses or methodology) or delivery methods
- 3) Ability to customize offerings
- 4) Strength of client satisfaction

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About IMPAX

IMPAX is a leading sales performance improvement company that helps organizations improve their selling, account management, channel management and sales leadership efforts in order to achieve their objectives by driving top-line revenues and strengthening margins. IMPAX covers the entire business-to-business selling spectrum from inside sales to strategic sales.

IMPAX works with numerous companies globally to help make price less relevant, win executive level credibility and create competitive differentiation. IMPAX’s expertise has been compiled in the business best-seller *Beyond Selling Value*, and *Breaking The Rules* authored by IMPAX Co-Presidents Mark Shonka and Dan Kosch.

For more information on IMPAX, call (800) 457-4727, email info@impaxcorp.com or visit www.impaxcorp.com.