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FOR IMMEDIATE RELEASE

Three Value Logic Founder and CEO to Conduct Series of Online Sales Seminars

Wardlaw to Discuss Major Issues Surrounding the Hiring of Salespeople in First of Three Sessions

DENVER, Colo. – June 6, 2007 – Three Value Logic Sales Institute (3VLSI), a leader in sales resource solutions, announced today that CEO Townsend Wardlaw will participate in multiple web seminars in partnership with ReadyTalk. The series, entitled “21st Century Sales,” will commence with the first web seminar, “Hiring Sales People Who Work,” on June 13, 2007, at noon.

“Across the board, the single greatest challenge our clients face today is finding and attracting sales talent. Because hiring salespeople is the lifeblood of any sales organization, we felt this topic needed to come first in our series,” said Wardlaw.

Wardlaw will share his insight into the frustrating process of acquiring sales talent and discuss the blueprint Three Value Logic Sales Institute uses to interview thousands of candidates every year and select individuals for success based on knowledge, behavior and motivation characteristics.

According to Wardlaw, “Hiring, as with many aspects of sales, is an area where few managers have received formal education and even fewer possess an efficient or repeatable process that consistently allows them to make better sales resource hiring decisions.”

The second seminar in the “21st Century Sales” series, scheduled for July 10, is entitled “Time Management for Sales Professionals.” Registration for both seminars is available online at www.readytalk.com/web-seminar-series.

ReadyTalk is a Denver-based company delivering audio and web conferencing services that empower its customers to conduct web seminars, hold training sessions, work remotely and grow their organizations through lead generation and efficient communication.

About 3VLSI: Founded in 2002, Three Value Logic Sales Institute is a sales creation organization that produces successful sales resources and sales teams for organizations in every vertical market. For more information please visit www.ThreeValueLogic.com

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