



Contact: Emily Bearden
Tel: 720-241-0933
Email: Emily@3vlsi.com

FOR IMMEDIATE RELEASE

**3VLSI Founder and CEO to Conduct Second in Series of
Online Seminars on 21st Century Sales**

Wardlaw to Address Time Management Issues in Second Installment of Three Sessions

DENVER, Colo. – July 9, 2007 – Three Value Logic Sales Institute (3VLSI), a leader in sales resourcing solutions, announced today that CEO Townsend Wardlaw will continue with the second presentation in his “21st Century Sales” web seminar series in partnership with ReadyTalk. The seminar, entitled “Time Management for Sales Professionals,” will be held on July 10, 2007, at noon MDT.

“The first web seminar in June discussed the art of ‘Hiring Salespeople Who Work.’ After companies overcome that hurdle, their employees must learn how to effectively manage time. This is not as simple as it may sound... I’m going to propose some unique concepts and methods new to many salespeople and sales managers,” said Wardlaw.

Wardlaw will share his insight into why multitasking decreases effectiveness and task-prioritization represents an inefficient method for organizing work. He will address these challenges and share 3VLSI’s “Time-Blocking” framework specifically designed for sales professionals to regain control over their calendars.

According to Wardlaw, “This web seminar is intended for front-line sales professionals and sales managers looking to gain an edge in sales by establishing control over their most important asset—Time!”

Wardlaw’s first presentation received an overwhelmingly positive response. The third seminar in the “21st Century Sales” series will be scheduled for August. Registration for “Time Management for Sales Professionals” 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.3VLSI.com

###