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## PRESS RELEASE

### Galain Solutions, LLC Announces “Selling to Government” Private Workshops

*New sales training workshops aim to overturn common sales practices that do not work in government selling.*

**Franklin, TN, October 26, 2009:** Galain Solutions, LLC, a government markets consulting firm, today announced the launch of a new private sales training workshop for teams selling to government. These workshops, tailored toward specific company needs and delivered on-site, focus on implementing a comprehensive and effective government selling process that achieves results. Attention is placed on dispelling common myths about winning government contracts and understanding why long-revered B-to-B sales techniques simply do not work in this market. New concepts will be offered to help companies understand this market and set themselves apart.

The workshop process includes sales management game planning, individual salesperson assessments (through a proprietary online tool), and training sessions with exercises. Participants will benefit from the experience of Galain Solutions’ principals, Rick Wimberly and Lorin Bristow, President and Partner respectively. Wimberly and Bristow offer more than 40 years combined experience in sales and marketing management, with particular expertise in navigating government markets.

“Government is today’s growth market,” said Rick Wimberly, President of Galain Solutions. “Yet many sales teams are not adequately prepared to leverage this significant opportunity. Galain offers unique, effective, and sometimes controversial, insight into how to beat the competition and win government contracts.”

"This is not your father's sales training seminar," said Lorin Bristow, Partner in Galain. "We go for the jugular in exploding widely-accepted sales approaches that just do not work here. We will reveal secrets to success, and help both new and experienced businesses achieve their government sales goals with this powerful workshop."

For more information on these workshops, go to: [www.selltogov.galainsolutions.com](http://www.selltogov.galainsolutions.com).

**About Galain Solutions, LLC**

Galain Solutions, LLC is a consultancy providing services to companies seeking to enhance growth and success in government markets. With expertise in the grants process and the American Recovery and Reinvestment Act (ARRA), Galain helps enterprises align with the recently-passed economic stimulus bill and other funding sources.

It also consults with government in areas relating to crisis management and critical communications technology, including notifications, alerts and warnings.

Galain Solutions, LLC is based in Franklin, Tennessee south of Nashville.

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