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## **20/20 Companies Direct Sales Approach Invigorates Door-to-Door Marketplace**

### ***Compliance, Training and Technology Create Winning Combination; Company to Hire 2,000 Associates Across the Country***

**Dallas – 13 April 2010** – 20/20 Companies, one of the country’s largest direct sales force and management solution providers, is experiencing significant growth in its door-to-door sales division due to its proven combination of sales and management services and the use of advanced sales technology. Over the course of the year, the company expects to provide more than two thousand positions for independent sales representatives.

20/20 Companies employees and sales representatives utilize a straight forward, respectful and comfortable sales approach that extends its clients’ brand experience to the door. This process is designed to create a relaxed discussion with consumers on the benefits of products or services available in the area. The company’s success has led to a strong industry reputation and additional client contracts.

“Creating a rewarding door-to-door sales experience has always been first priority for both potential customers and our direct sales teams,” said Christopher B. Munday, Chairman and CEO, 20/20 Companies. “Our ability to effectively deliver the client’s brand experience at the door is critical to our success. This involves carefully tailoring information based on individual customer needs.”

20/20 Companies is focused on creating a rewarding experience for the consumer at the door by consulting with potential customers to assess their particular need, so the product sold provides the customer’s desired outcome. To ensure the customer’s comfort, 20/20 Companies pays particular attention to licensing, compliance and HOA or community rules and protocols.

“Our core verticals are telecom, cable and energy, and there are complex variables in each,” said Steve Peters, President, 20/20 Companies. “We are experts in those variables and can provide a consultation and needs assessment at the door that gets the customer the services and outcomes they are looking for. Additionally, this method provides a valuable one-on-one interaction that elevates our clients’ brand with their core customer.”

In January 2010, 20/20 Companies announced its new customer sales force management tool, NGen Leads. This technology has dramatically streamlined data control systems - reducing both

time and costs associated with information processing. NGen Leads integrates lead information, including contact history, with a map of the selected area allowing sales teams to take a targeted approach leading to increased sales. 20/20 Companies also recently implemented new custom systems built on a salesforce.com platform that enable seamless management of payroll, invoicing and employee time-tracking company-wide.

“The deployment of advanced software and technology tools are an essential part of what makes our door-to-door salesforce so successful,” said Peters.

**About 20/20 Companies**

20/20 Companies is one of the country’s largest direct sales force and management solution providers. Committed to excellence and customer satisfaction built on long-term relationships, 20/20 Companies teams are professional, well trained and motivated towards success in the areas of consumer sales, business-to-business sales, retail sales staffing and event marketing. 20/20 Companies is an equal opportunity employer. For more information, visit [www.2020companies.com](http://www.2020companies.com).

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