

## NEWS RELEASE



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### EFFECTIVE SALES STRATEGIES ANNOUNCES PRESIDENT CONDUCTING TRAIN-THE-TRAINER FOR NEW WIRELESS SECURITY FIRM OUTSIDE OF PHILADELPHIA

▪ April 20, 2008

Effective Sales Strategies, LLC announced today that Karen Angellatta-Wheeler, Founder and President will be delivering a custom-designed, corporate train-the-trainer to InGrid Home Security located in Berwyn, PA on April 22, 2008.

InGrid Home Security is the first all digital, wireless, self-installable and professionally monitored security system. InGrid's Vice President of Marketing, Mollie Hollister came to Karen with an urgent need for retailer and partner training materials for their upcoming retail and web launch in a few weeks. Karen quickly and efficiently designed comprehensive training materials, leaders' guides, workbooks and job aids for their partners as well as an in-depth trainer and master trainer workshop for InGrid and select partner employees.

"Working with Karen at Effective Sales Strategies was a true pleasure. She quickly and thoroughly understood my objective and delivered a comprehensive training program under a very aggressive timeline. Karen is very professional and client-focused. I would definitely engage her firm again for other training needs," said Mollie Hollister, VP of Marketing for InGrid Home Security.

For more information about InGrid Home Security, please visit their website: [www.InGridHome.com](http://www.InGridHome.com).

Effective Sales Strategies, LLC is a strategic consulting firm providing organizations with successful sales, marketing, training and human capital strategies increasing their top and bottom line results. They are located in Alpharetta, GA a northern suburb of Atlanta. For more information, please visit their website: [www.EffectiveSalesStrategies.com](http://www.EffectiveSalesStrategies.com).

