



NEWS RELEASE

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EFFECTIVE SALES STRATEGIES ANNOUNCES NEW BRANDING CAMPAIGN

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Effective Sales Strategies, LLC announced today that they are launching their branding campaign featuring a newly design website, logo, marketing collateral, capabilities presentation, business cards and other sales and marketing tools.

"The intent of the new branding campaign is to refine Effective Sales Strategies' overall look and feel to match the nature of our business, the needs of our clientele and colors they identify with" as quoted from Karen Angellatta-Wheeler, Founder and President.

She also said as we discussed the new colors and branding, "The chocolate brown signifies confidence, reassurance, reliability and genuineness. The teal is the color of the sea and is associated with stability, trust, loyalty, professionalism, wisdom and intelligence. Green is the color of nature and symbolizes growth, harmony, durability, optimism, and is commonly associated with money or business results. These are the reasons why we chose these colors for our new branding campaign. We believe strongly in these values and providing these attributes to our clients."

In addition, Karen noted that the new logo for Effective Sales Strategies is "a modern day compass helping to guide and lead organizations to the 'right' path or go in the best 'direction' to meet their business goals."

Effective Sales Strategies' new website reflects the growth in their business and still maintains some familiarity from the previous website. As Ms. Angellatta-Wheeler stated, "It will be ever-changing and evolving as our business continues to grow and thrive. We look forward to your feedback on our new site and serving your strategic consulting needs now and in the future."

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 new website: www.EffectiveSalesStrategies.com.

