

Baker Communications Partners with Mentor Group, UK, to Deliver Baker ClearView and RevGen solutions in EMEA

(Houston, TX – February 11, 2010) Baker Communications announced today that they have signed a partnership agreement with Mentor Group, Ltd., to re-sell and deliver Baker’s innovative and highly effective ClearView and RevGen solutions across Europe, the Middle East and Africa (EMEA). Mentor Group, headquartered in the United Kingdom, is one of Europe’s leading professional performance development companies.

“We are pleased and excited to finalize this partnership agreement with Mentor Group,” said Baker President and CEO Walter Rogers. “They have an outstanding reputation in the EMEA theater. We have collaborated with them on several projects, and hold their leadership team in very high esteem. We are confident that they will be extremely successful in introducing our ClearView and RevGen solutions across EMEA.”

Baker’s ClearView and RevGen solutions provide a proven framework for driving revenue. ClearView and RevGen are services that integrate sales and marketing work streams while optimizing the process of identifying, developing and closing new opportunities. The service is delivered 100% virtually in 60 to 90 minute weekly bursts woven into weekly sales and marketing activity. This virtual execution model eliminates travel costs, ensures performance improvement and CRM adoption, reduces time away from the field, and produces immediately measurable ROI with a minimum of 20:1 target.

Mentor Group’s owners and leadership team of Chris Norton, Jim Mc Manus and Neil Kelly have been actively engaged in the partnership discussions and are delighted with the partnership potential with Baker Communications and the initial very positive client reaction in EMEA to the innovative solutions that the partnership offers.

Chris Norton Mentor Group Managing Director commented, “We see a mass of opportunity for this partnership to deliver business changing results to our existing and new clients. Also, the business benefits realized by the reduction in Carbon Footprint through less travel is a real tangible benefit seen by our clients in Europe by adopting this learning methodology and approach.”

For more information on Sales Transformation services, visit:

<http://www.bakercommunications.com/sales-training/revenue-generation-plays.htm>

About Mentor Group

Mentor Group, headquartered just outside London, is a leading EMEA Consultancy and Development organization specializing In Business Development, Leadership and Management and Organizational Development Solutions. Their clients include 11 of the FTSE top 250 companies and they have UK, EMEA and global capability in their areas of Core competence.

About Baker Communications

Baker Communications is one of the fastest growing Performance Improvement companies in the United States, providing training products and services to improve productivity in seven core areas: Sales and Marketing, CRM, Management, Negotiations, Presentations, Customer Service, and Time Management. Baker serves over 1,000 corporate clients per year, including 50% of the Fortune 500. Over the last 30 years, Baker Communications products and services have been implemented on six continents and in over 25 countries. Staff and certified partners are distributed across the Americas, EMEA, Russia and Asia. Baker Communications was recently recognized as one of the world’s top 10 sales force automation training companies by TrainingIndustry.com. Baker CEO Walter Rogers can be heard every Wednesday morning from 11:40 to 11:55 on CNN Radio 650 (www.CNN650.com) as an anchor panelist for the popular show The Price of Business.

Virtual Classroom

Revenue focused performance improvement development for any skill set, using live & highly interactive virtual engagements. Operational disruption is replaced with in-field, hands on, targeted execution to **drive mindset, behaviour and ROI**

Virtual Environment



Virtual Environment

20:1 ROI or Higher

ClearView

- Sales Cycle led programme delivered in-field
- ROI focused sales activity
- Sequential coaching drives performance & results
- Field work drives ownership, mindset & behaviour
- I drive/we drive/you drive approach ensures sustained development & results
- CRM adoption

RevGen

- Campaign led programme delivered in-field
- Same benefits as ClearView with the added advantages of:
 - Integrated Sales & Marketing approach
 - Integrated messaging and targets
 - CRM adoption

Blended

- Mix classroom and virtual delivery methods to leverage the best of both
- Flexible & customised
- ROI focused development activity