

## Baker Communications Announces [Coaching in the Cloud™](#) Partner Practice Builder

Baker Communications announces a highly innovative certification program for salesforce.com service providers interested in expanding their business. The Coaching in the Cloud™ Partner Practice Builder is an ideal service line extension for salesforce.com systems integrators, salesforce.com training providers, and traditional training providers. [Coaching in the Cloud™](#) is a performance enablement framework 100% staged and delivered in the cloud that drastically increases salesforce.com ROI and adoption velocity. Known as the Coaching in the Cloud [Partner Practice Builder™](#), this intensive and highly interactive certification program will equip service providers to deploy and deliver [Coaching in the Cloud™](#) services to help their clients build the prospecting and CRM adoption "muscle memory" that can only come from intense focus on real-world "application" of skills in actual customer scenarios week-over-week.

"[Coaching in the Cloud™](#) was born out of a desire to provide our customers with the ability to rapidly roll out process improvements, quickly gain salesforce.com adoption and agility while simultaneously helping them generate pipeline and ROI," said Walter Rogers, Baker Communications President and CEO. "[Coaching in the Cloud™](#) ensures tight sales and marketing alignment with a target ROI of 20:1. Our customers love the results they are getting, and they also love the elimination of travel expenses while being able to connect with dispersed teams anywhere in the world."

"Coaching in the Cloud™ was a real breakthrough," notes Chris Norton, Managing Director of Mentor Group, Baker's first Certified [Coaching in the Cloud™](#) Partner. "Our customers are seeing return on investment in 4 weeks. You can see the pipeline building and you can see the closed rates. It gives you the mechanism to show customers very, very quick value. It has revolutionized the way these customers approach CRM adoption, process roll outs and performance improvement. [Coaching in the Cloud™](#) changes the game. Not only are our customers seeing rapid value, but we've been able to quickly extend our service practice and have generated over \$2.5 million in pipeline and revenue for our business in less than a year"

[Click here](#) to read the Mentor success story and listen to the CBS audio archive.

[Click here](#) to learn more about [Coaching in the Cloud™](#) Partner Practice Builder™

### About Baker Communications

Baker Communications is one of the fastest growing Performance Improvement companies in the world, delivering innovative products and services that ignite productivity in eight core business areas, including Sales, Marketing, CRM, Negotiations, Presentations, Management, Customer Service, and Time Management. Over 1,000 corporations per year, including 50% of the Fortune 500, leverage Baker Communications to improve the performance of their business critical functions. Our employees and certified partners are distributed across the Americas, EMEA, Russia and Asia, enabling us to deliver value in multiple geographies, languages and cultures. Baker Communications' [Coaching in the Cloud™](#) ignites individual, team and

organizational improvement and growth delivered completely in the cloud for average ROIs of more than 20:1. We have been recognized by [Trainingindustry.com](http://Trainingindustry.com) as one of the world's "Top 10 Sales Force Automation Training Companies" and "Top 20 Sales Methodology Companies." Baker CEO Walter Rogers can be heard every Wednesday morning on [CBS Radio](http://CBS Radio) as an anchor co-host discussing Sales and Service Excellence.