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**Law Group Taps Opus Partners' Media Training Services for Sales Effort**

**--Training Part of Promotion Campaign for a Collaborative Approach to Divorce--**

*Mount Kisco, NY, October 3, 2005*—A New York law group gained valuable insight using Opus Partners' media training services as part of its efforts to promote an alternative to the legal wrangling that often accompanies divorce. Opus Partners, Inc., a business services company that helps organizations achieve sustainable growth, provided the training to members of the New York Collaborative Law Group (NYCLG) at a member attorney's office in White Plains.

The training taught NYCLG new ways to promote its services and to encourage more divorcing couples to seek member attorneys who practice this type of law. Collaborative law is a relatively new method of divorce, in which divorcing couples and their lawyers agree to negotiate a resolution without taking the matter to court.

Opus Partners' Vice President, Virginia Steinberg, conducted the training. "In order to promote this innovative approach to divorce, it was essential that attorneys effectively communicate to the general public the benefits of this process," Steinberg said.

Participating attorneys commented that the media training presentation was excellent and was a great asset to them in promoting their services to clients. They added that the questions posed during the training process helped them further articulate the key benefits of collaborative law, which they were then able to use in speaking with the media.

Headquartered in Mount Kisco, NY, Opus Partners, Inc., is a boutique sales strategy firm that helps companies achieve sustainable growth. Since 1998, it has consistently and measurably improved the performance of organizations in key functional areas, such as sales, business development, and marketing and sales alignment. The company offers solutions based on a wealth of specialized industry experience, providing actionable recommendations that typically have impact within 90 days of implementation.

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