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Opus Partners, Inc. Conducts Highly Successful Sales Seminar and Cooking Demonstration for Metro NY Companies

--More than a dozen senior executives from varied industries attend--

Mount Kisco, NY, February 9, 2005—Opus Partners, Inc., a business services company that helps organizations achieve sustainable growth, announced that its sales planning seminar, conducted yesterday evening, provided valuable insights and was well-received by the many senior executives in attendance. The evening featured a gourmet cooking demonstration with a three-course meal and complementary wines.

The sales seminar was entitled, "Key Ingredients to Creating a Successful Sales Plan." It focused on the importance of formulating sales strategies that will lead to business growth, and how to identify those tactics and action steps that will achieve success. The meeting featured a brainstorming session facilitated by Opus Partners executives David Leaver, president, and Virginia Steinberg, vice president, that provided actionable steps for attendees to apply immediately to achieve their business goals in the coming year.

Industries represented at the seminar included a technology services provider, one of the top five largest regional accounting firms in Westchester County, a business-to-business services firm, a global business development organization headquartered in Europe, an asset management firm, an infrastructure technology provider, a Westchester-based real estate company, a national business coaching organization, and a change management company.

"The information presented at the meeting was extremely helpful," said Douglas Ruttenberg of Eisman, Zucker, Klein & Ruttenberg, LLP. Another attendee added, "The facilitated portion of the meeting provided so much advice that seemed to be designed specifically for my business needs."

Commenting on the varied industries attending the session, one participant remarked, "It was particularly beneficial to have people from varied industries in one room." He added, "The attending executives could learn a lot by listening to the various points of view, coming from many levels and types of business experience."

"The purpose of this seminar was to demonstrate sales strategies that are both highly successful and, importantly, adaptable to many industries," said Virginia Steinberg, vice president of Opus Partners. "The success of this event highlighted that, while many practitioners do their jobs well, developing sales plans is something that is often new to them. Their interest in learning stems from their recognition that successful sales leads to business growth."

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The event took place at Opus Partners' office in Mount Kisco, and featured a gourmet three-course meal prepared by Chef Andrew Selz, owner and founder of Culinary Home Education with Friends (C.H.E.F.), creator of his own product line available in NY-area specialty shops, and lecturing instructor at his alma mater, The Culinary Institute of America (CIA). Selz also served as personal chef for President Clinton from 1993-94 at the annual Renaissance retreats in Hilton Head, SC. Recently, Selz appeared in his own show on the Food Network, supervising Navy chefs aboard the aircraft carrier *USS Stennis*.

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 have impact within 90 days of implementation.

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