



*“Achieving noteworthy growth for your company”*

**FOR IMMEDIATE RELEASE**

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### **Opus Partners Launches Website**

—Website provides information on sales initiatives—

*Mount Kisco, NY, February 16, 2006*—Opus Partners, Inc., launched its new website today in order to keep current clients informed and to describe its business services and sales initiatives. The website includes information about Opus Partners, along with up-to-date ideas about issues relating to sales strategies and business growth. Opus Partners is a business services company that helps organizations achieve sustainable growth.

The website opens with a home page about Opus Partners' approach to sales strategies, plus links to the suite of solutions Opus has developed for businesses who want to develop sales strategies that lead to business growth. The site also includes specific case studies and news about recent and upcoming events. The site will be updated regularly with news about Opus and articles on issues of interest to its clients.

The current website features examples of the kinds of questions businesses should consider in evaluating the effectiveness of their sales strategies, such as whether they target the right clients and prospects or maximize revenue from current clients. The questions look at a business from several angles. “Opus Partners works with companies not only to develop sales strategies, but also to ensure their effectiveness,” explained David Leaver, president of Opus Partners. “We look at a company from many perspectives to find out how various parts of a business affect sales strategy and business growth.”

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“We want the website to help businesses understand how our services might be helpful to them,” added Virginia Steinberg, Opus Partners’ vice president. “We also want to keep our current clients up to date about our services and about sales initiatives that might be of interest to them.”

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. The company website can be visited at [www.opus-partners.com](http://www.opus-partners.com).