



## Simplified Sales Territory Management Introduced by Maximum Impact Partners

*One of the leading firms in the financial services sales and marketing consulting industry announced today that they have launched a new service to help clients simplify their approach to sales territory management. "ARMS™- Analyze, Retain, Migrate and Seek Out Top Advisors" is a proprietary model that utilizes existing client data to help focus both external and internal sales teams on reaching and communicating to the right advisors.*

Scottsdale, AZ (PRWEB) March 4, 2009 -- One of the leading firms in the financial services sales and marketing consulting industry announced today that they have launched a new service to help clients simplify their approach to sales territory management. "ARMS™- Analyze, Retain, Migrate and Seek Out Top Advisors" is a proprietary model that utilizes existing client data to help focus both external and internal sales teams on reaching and communicating to the right advisors.

"This has been a foundation element of our sales development programs for many years. ARMS™ allows our clients to convert the learning in the classroom into real world planning and execution," said John Lotka, CEO of Maximum Impact Partners. ARMS™ can be implemented and the results distributed to a sales team in a matter of days. "After field testing this with several clients for both wholesalers and Key Account Managers, we are confident that this simplified system can increase sales, focus individual productivity and grow the foundation business of each participant."

Each client version of this system is customized based on the metrics important to the specific client. Several new installations of ARMS™ will begin to be introduced to Maximum Impact Partner clients during the first quarter of 2009. "Our goal is to sharpen the focus of our client's sales efforts, elevate the productivity of the sales team and improve communication going out to Advisors," said Ami Tully Lotka, President of Maximum Impact Partners.

Today, time and territory management has become an essential ingredient in successful sales organizations. "Our experience over the last 25 years has consistently shown that overcomplicating territory management can become a roadblock to success. ARMS™ simplifies sales activities by aligning people and existing internal client resources to help sales teams succeed, while establishing simple benchmarks for setting goals," said Lotka.

For additional information about ARMS™ or Maximum Impact Partners, contact John Lotka at Maximum Impact Partners, 480-634-7538 or [jlotka \(at\) gotimpact \(dot\) com](mailto:jlotka@gotimpact.com)

About Maximum Impact Partners, Inc.:

Maximum Impact Partners, Inc. (<http://www.gotimpact.com>), located in Scottsdale, AZ, has provided sales team development services combined with distribution and marketing consulting services since 1998. Clients include mutual fund companies, retirement plan companies, investment management and advisory firms located in the U.S. and in Asia.

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