



Insight Development Group and Maximum Impact Partners Form Strategic Alliance

The partnership between the two financial services sales and marketing consultancies will allow collaboration on projects, utilization of training tools and development of new products and initiatives.

(PRWEB) February 23, 2009 -- The Insight Development Group (<http://www.markmagnacca.com/>) and Maximum Impact Partners (<http://www.gotimpact.com/>), two leading firms in the financial services sales and marketing consulting industry, announced today that they have entered into a formal strategic alliance to collaborate on client projects and to utilize the training tools, philosophies and methodologies each has developed. Mark Magnacca, President of Insight Development and author of the new book, 'So What? How To Communicate What Matters Most to Your Audience' said, "It is a rare occasion when two companies can join forces with such complementary skills and be in lock-step philosophically." Plans also call for joint product development and marketing initiatives.

Mr. Magnacca's counterpart at Maximum Impact Partners, Ami Tully Lotka, President, agreed, "We have been asked to collaborate with other firms in the past, but this is the first time I feel that our commitment to moving a client's business forward is truly mirrored by the other firm. We are all about what is best for our clients and we align with our partners to do just that. If the client doesn't win, neither do we. In the long term, we all win with this attitude."

The principals of these firms bring extensive knowledge about alignment of sales teams within the financial services industry and creating the right value proposition. "If the sales team is lacking a cogent value proposition, they are bound to miss their opportunity with the potential clients they seek. It is about truly understanding your prospective clients needs," offered Magnacca. "By combining our specialty in the nitty gritty of the sales process, with Maximum Impact Partners expertise in the distribution of financial services products, through all channels of distribution, both domestically and internationally, our mutual clients will be the winners."

"Our first collaboration will come on behalf of Pacific Life, as we share in the development of curriculum for the Pacific Life Wholesaler Academy. The Academy's goal is to establish a higher standard of understanding and knowledge that financial advisors will come to demand from their product providers," said Ami Tully Lotka. The Wholesaler Academy offers formal educational and sales training and was created this year by the Annuities & Mutual Funds Division of Pacific Life.

For additional information about Insight Development or Maximum Impact Partners, contact Annie Taber at Insight Development Group, Inc, (508) 259-9910 or [annie\(at\)markmagnacca.com](mailto:annie(at)markmagnacca.com) or John Lotka at Maximum Impact Partners, 480-634-7538 or [jlotka\(at\)gotimpact.com](mailto:jlotka(at)gotimpact.com)

About Maximum Impact Partners, Inc.

Maximum Impact Partners, Inc. 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 US and in Asia.

About Insight Development Group, Inc.

Insight Development Group, Inc. www.markmagnacca.com, located in East Sandwich, MA, is a leading sales training, coaching, and consulting company that since 1996 has helped top sales and management teams become even more effective. Clients include mutual fund and insurance companies in the U.S and Canada.

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