



For Immediate Release

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Anova Consulting Group 2010 Revenue Climbs 104%, Fueled by New Clients Seeking to Boost Sales Effectiveness

BROOKLINE, MASS., December 13, 2010 – Anova Consulting Group, a leading provider of customized market research, sales training and consulting services to financial services and human capital management companies, is pleased to announce its appointment by seven new clients in the second half of 2010.

Expanded relationships with existing clients and a diverse new client roster in 2010 including three insurance companies, a regional bank, a firm specializing in human resources, benefits and payroll, and two talent management software providers contributed to an 104% increase in revenue this year, said Richard Schroder, founder and president of Brookline, Mass.-based Anova Consulting Group. Schroder attributes Anova's growth to his firm's more focused sales and marketing effort and to an increased client awareness of the importance of win-loss analysis and sales training.

"Capturing and retaining new business in our specialized areas – retirement plan and human capital management markets – has recently become of vital concern to companies competing in an environment with fewer providers, increased competition and more commoditized offerings," Schroder said. "We're gratified Anova's market research and consulting expertise is contributing value to our clients and we anticipate continued strong business momentum in 2011."

Schroder, whose firm has been performing market research for leading financial services and human capital management firms since 2005, is the author of a new book, [From a Good Sales Call to a Great Sales Call \(McGraw-Hill, October, 2010\)](#), which details how learning from post-sale debriefing helps close more sales. The book has contributed to revenue expansion through increased demand for sales training, especially in the financial advisor community, Schroder said.

To accommodate current business growth and prepare for continued expansion, Anova Consulting Group in October hired James S. (Jamie) Pisman as senior consultant and Jamie Zielinski as research analyst, both new positions. Pisman works on business development, marketing and consulting projects. Zielinski is principally responsible for analyzing and interpreting research data, formulating reports and making recommendations based on the research findings. Anova plans to hire two additional consultants in early 2011.

In addition to Schroder, Anova Consulting Group's leadership team also includes Heather Jenkins, managing partner, Lisa Reibstein, financial services practice leader, and Jeannine Kulsick, human capital management practice leader.

About Anova Consulting Group, LLC

Established in 2005, Anova Consulting Group provides customized market research, sales training and consulting services to leading firms in the financial services and human capital management markets. By helping its clients understand why they win, lose and retain business, Anova provides strategic perspectives to its clients, driving better decision-making, product development, sales effectiveness, client service, and continuous improvement. For more information, please visit: <http://www.theanovagroup.com>

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