

newsRelease

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Vittoria Wikston takes a seat in the Red Chair! Redchair™ Launches Sales Training Division called RedENERGY™

BURLINGTON ON (October 20th, 2008)... Redchair™ Branding, and Partners, Gerry Visca & Jean Visca, are pleased to announce their most recent collaboration with Vittoria Wikston as the lead of Redchair™'s new division, RedENERGY™.

The RedENERGY™ Sales Training Division helps clients gain the highest return from their sales and marketing resources by creating targeted strategies, competitive programs, and the structure to execute them successfully. RedENERGY™ is designed to develop skills and reinforce all the critical elements of selling in order to positively impact sales.

Redchair™ Branding Boot Camps will now be complemented by the new offering of Sales Training Boot Camps to provide your sales team with powerful skills and an injection of confidence. Vittoria Wikston also offers one-on-one strategic sales development coaching.

Redchair™ Branding is an award-winning branding and strategic agency known for developing unique brand experiences. Made up of strategic and creative people, Redchair™ works with ambitious businesses of all sizes. Redchair™ is recognized for transforming company brands and motivating their sales and marketing teams.

"We are very pleased with this recent collaboration. Since we declared our goal to creatively inspire 1 million people, we have been attracting exciting clients and talented colleagues such as our new partner, Vittoria Wikston. This unique opportunity to work with Vittoria reaffirms Redchair™'s ability to motivate and inspire individuals and businesses," commented Redchair™ Creative Director, Gerry Visca.

According to Vittoria Wikston, *"joining the Redchair™ cast is without doubt, a powerful venture! Their mission to inspire 1 million people is an impressive platform to use as a springboard in launching RedENERGY™. Together, our collaboration of unlimited ideas and precise application is certain to **spark** the untapped creativity, confidence and inspiration of any Sales & Marketing professional or team."*

For more information please contact:

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