



Press Release

“Egyii Announces Launch of Trusted Advisor Programmes”

Singapore, August 31, 2009: Egyii, the Singapore based learning and development consultancy, has announced its official launch of Trusted Advisor programmes in conjunction with Trusted Advisor Associates by offering the “Being a Trusted Advisor” and “Trust Based Selling™” programmes to specific industry vertical markets, commencing in Singapore and expanding into the rest of Asia.

“Being a Trusted Advisor” focuses on increasing participants' credibility, reliability and intimacy while lowering self-orientation helping to transform difficult or mediocre client relationships into enduring and rewarding ones.

Trust-based Selling™ will guide participants into mastering the four Trust Principles, which moves selling from “getting the deal” to building a relationship that prospers over time. Participants will create a new level of ease and comfort with clients and prospects alike.

Trip Allen, Egyii's Director of Sales and Marketing, says “Clearly trust is a very important issue in business, especially in today's environment. Not only are the initiatives in trust right for the market but the Trusted Advisor programmes fit well into the Egyii *client relationship* portfolio.”

Charles H. Green, founder and CEO of Trusted Advisor Associates and author of Trust-based Selling, co-author of The Trusted Advisor, says “The value of relationships is core to business in Asia and trust is an important part of it. The concept of trust is certainly not new, but with global business across cultures and continents, trust becomes even more important.”

For more information on the Trusted Advisor programmes:

<http://egyii.com/trusted-advisor-edge.html>

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About Egyii

Egyii is a learning and development consultancy that helps businesses achieve better results by strengthening their people's relationship skills. *Client relationships. Customer experience. Trust. Sales performance and skills.*

About Trusted Advisor Associates

Centring on the theme of trust in business relationships, Trusted Advisor Associates works with complex organizations to improve trust in sales, internal trust between organizations, and trusted advisor relationships with external clients and customers.

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