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K.Coaching to Deliver Sales Leadership Training to S.P. Richards Members

Live, Interactive Sales Training Curriculum Will Be the Centerpiece of SPR's 2011 Advantage Program

RALEIGH, NC (January 3, 2010) – The executive coaching and sales training firm, K.Coaching, Inc. announced an agreement to provide S.P. Richards Co. with live, interactive, on-demand sales training webinars and live regional workshops as part of the wholesaler's Advantage Program for 2011. The S.P. Richards program, known as **FUEL**, will provide sales-focused training that touches all aspects and areas of an independent office products dealer's business.

Krista Moore, President and CEO of K.Coaching, Inc. and a 25-year veteran of the office products industry, was the first to develop training webinars specific to the office products industry. Since 2003, Moore and K.Coaching have provided and will continue to provide thousands of office products professionals, buying groups and wholesaler dealer groups with valuable strategies, tools, and tactics for increasing their sales, growing their businesses, and refining their leadership skills.

“We're excited about the opportunity to partner with S.P. Richards and make our full collection of products and services available to such a broad, national network of independent dealers and sales reps,” said Moore. “We've always shared SPR's mission of helping independents be successful and grow their businesses profitably, and we feel this is a timely collaboration. With independents really focusing these days on their sales talent and processes, we can have significant impact on the growth of the independent dealer community.”

FUEL will be available to all S.P. Richards members who participate in the company's Advantage Program—a collection of sales and marketing tools, seminars, training, and other initiatives specific to this exclusive membership.

“As we've all learned, everyone is in sales,” said Rick Toppin, President and COO of S.P. Richards on a recorded YouTube announcement of the new training program. “Rookies, veterans, your customer service team, credit managers, even your drivers. With these programs, they now have unlimited access to the best office products sales and sales management training available.”

ABOUT K.COACHING AND KRISTA MOORE: Krista Moore is highly recognized as an inspirational speaker, executive coach, and sales trainer. She addresses thousands of businesses internationally, through her seminars, coaching programs and Web-based training. For the past 8 years, as President of K.Coaching, Krista has dedicated much of her time helping businesses and their sales executives get to their highest level of achievement and profitability. She is especially known as an advocate for women in leadership roles, helping them in their pursuit for success. For more information, visit www.kcoaching.com.

See Rick Toppin's video announcement: [Rick Toppin FUEL Intro Video](#)