

Ronnie Sanford to Speak at International Association of Microsoft Certified Partners

HOUSTON, March 13, 2006 – Sanford Group announced today that their CEO, Ronnie Sanford will speak at the upcoming International Association of Microsoft Certified Partners (IAMCP) meeting, being held on March 17, 2006.

The presentation, titled *Getting Your Fair Share – For Professional Service Providers*, provides an in-depth look at how customers purchase professional services and discusses the marketing vehicles and techniques best used to reach them. This presentation will be useful to any professional services provider seeking to rapidly grow their business, particularly those in the Accounting, Banking, Legal, and IT service sectors.

“Sanford Group has distinguished themselves as marketing experts for professional service providers and we are thrilled to have Ronnie for our next IAMCP event,” said Mark Leary, Chairman of the Houston chapter of IAMCP. “Many companies apply marketing techniques more applicable to products than professional services and never understand why they get such poor results. We asked Ronnie to speak because he thoroughly understands professional services marketing, and can help our members avoid common pitfalls.”

The March 17, 2006 meeting will be held from 11:00AM to 2:00PM at the Microsoft offices located at One Briar Lake Plaza, 2000 W. Sam Houston Pkwy. S., #350, in Houston, Texas. Cost to attend is \$10 for members of the IACMP or \$145 for non-members. Interested persons can learn more about the Houston chapter of IAMCP at www.iamcp.org/houston or register at www.iamcp.org/pages/register.aspx?r=%2f7FQZffEo44%3d.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products, tangible or intangible, are developed successfully and launched in the most effective manner. Recognizing that more than half of all new offerings fail, Sanford Group collects and analyzes market data to create actionable strategies that resonate with customers. Sanford Group services include strategic marketing, marketing communications, design services and consulting. For more information, please visit www.sanford-group.com.

Strategy Works is a business and marketing newsletter sent out by Sanford Group on a quarterly basis. To subscribe submit the form located at www.sanford-group.com/newsletter.htm.

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