

News Release

August 24, 2004

Best Business Consulting Firm Des Moines, Iowa

The Business Record, the premier business journal of the central Iowa area, has named Business Performance Group “Best Business Consulting Firm” in Des Moines. “We are very proud of the honor,” said Susan Anderson, Vice President “The Business Record is highly respected in the business community in Des Moines.” The following article appeared in the August, 2004 edition of the Business Record:

Best Business Consulting Firm

Business Performance Group Inc.

After four years in business, Business Performance Group Inc. is achieving its goals, and in the process it has been recognized as the best business consulting firm in Des Moines.

Business Performance Group, located at 8345 University Blvd. in Clive, uses a business-model-centered approach to help its clients increase their revenue, using video-based training programs and consulting and training services.

“Our solutions are practical rather than theoretical, and we also focus on implementations and measurement,” said Susan Anderson, company vice president. “We’ve had some clients tell us that’s what makes us stand out.”

What started out as a staff of four people has grown to a workforce of 14 under the leadership of owner John Dieseth. Business Performance Group recently went to print with its own sales materials for telephone sales, customer service and field sales.

“We have been conducting public and onsite courses, but to put it into print and into a format that any trainer can facilitate is a big project,” Anderson said.

The company has been working on the sales materials for approximately two years, and will now be introducing them to the market.

“We really feel like sales in an area where there’s not a lot of material available,”
Anderson added.

Runners-Up: Capital Management Associates Inc.; RSM McGladrey

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