

ATLANTA, GA, October 16, 2013 **/24-7PressRelease/** -- Rick Reynolds, CEO of AskForensics, a sales consulting firm that uses a forensic science approach to sales, is presenting a Strategic Account Management Association (SAMA) webinar. The SAMA webinar, titled, "Detect and Protect At-Risk Strategic Accounts," will take place Tuesday October 29, 2013, at 10 a.m. CST.

Reynolds' webinar will address the often undetected, not-so-obvious cracks in client relationships that put critical accounts at risk. The presentation will also feature data from the AskForensics Knowledgebase , which includes sales and account retention data from more than \$10.6 billion dollars worth of contracts and proposals, over \$3.3 billion of which profiles at-risk accounts. Webinar attendees will learn:

- How to fortify and grow strategic accounts
- What strategic customers truly want
- What makes a relationship strong, vulnerable or damaged

Reynolds is a co-founding partner and CEO of AskForensics, which assists Fortune-ranked companies in winning and retaining multi-million dollar accounts. Reynolds is an expert in business forensics, having led hundreds of investigations over a 24-year period to help clients identify company strengths and weaknesses as it relates to sales growth and account retention.

For more information about Strategic Account Management Association or to register for the webinar, visit <http://www.strategicaccounts.org/events/Webinars/102913.html>. For more information about AskForensics, visit <http://www.AskForensics.com>.

AskForensics assists Fortune-ranked companies in winning and retaining multi-million dollar accounts. Using a forensic science approach to sales, AskForensics has been delivering objective insight into what's really happening behind the scenes with prospects and customers for more than 24 years. AskForensics has evaluated more than \$10.6 billion worth of prospect and client accounts for world-class Fortune-ranked companies, identifying more than \$3.3 billion of vulnerable accounts and generating millions of dollars in ROI for its clients. Clients include FedEx, ARAMARK, Equifax, Marriott, and Coca-Cola. Follow @AskForensics on Twitter. For more information, visit <http://www.AskForensics.com>.