

LINCOLN, NH, January 09, 2014 /**24-7PressRelease**/ -- Beacon Worldwide (<http://www.beaconworldwide.com>

), a global sales consulting and training provider that specializes in assisting clients in the complex advisory services and software fields, has just launched an updated website. Carl Erickson, Founder, President and CEO of Beacon, believes that the new site offers more resources for prospective clients and leading international businesses that need to transform their sales and relationship building approach to remain viable and thrive in an increasingly competitive landscape.

"I expect the enhanced website to serve as a stepping stone to a more comprehensive resource for senior level work winners, sales managers, staff and global account staff within firms providing professional services and complex services and software," says Mr. Erickson, who founded Beacon in 1991. "Whether coaching clients on landing a big deal, helping an account or sales team to build its qualification and negotiation skills, or providing our extensive win-loss analysis support, experience- based education is an essential component of everything we do. The website resources we provide supports our commitment to being sales and client engagement knowledge leaders."

In addition to a fresh layout integrating Beacon's updated corporate branding, the website features expanded information on all of Beacon's services, grouped into the categories of Sales Training, Sales Consulting, and Win/Loss Analysis. Materials on the website also explain the key steps of client engagement and provide an overview of Beacon's proprietary Iconic Selling Framework.

"Beacon offers clients many advantages through lessons learned in our custom engagements, delivery of the Iconic Selling Framework and win/loss analysis across hundreds of regional and global deals. This constant review and enhancement of our material is what has propelled the results of our clients to consistently higher levels of performance," notes Mr. Erickson. "The new site does a much improved job of explaining our approach along with our full range of services."

Popular features that have been expanded with the new website launch include the Go-To-Market Readiness Assessment and Sales Skills Assessment. This free assessment gives work winning professionals a way to test their knowledge against thousands of peers who have taken versions of the assessment over the years. In its current iteration, the Assessment asks 16 multiple-choice questions that cover a range of core selling principles. Site visitors who complete and submit the Assessment will receive information via email regarding their correct and incorrect answers.

"The questions developed for the Beacon Sales Skills Assessment cover each of the core competencies we feel are essential for sales success," adds Nina Labonte, Managing Director of Beacon's European operations. "Once users receive feedback, they should have a better understanding of areas of proficiency and deficiency. From there, sales professionals can find the right resources to strengthen their sales skills and win more new business for their organization."

A Global Map on the website highlights the many countries where the company has a presence, while an updated Client List highlights some of the preeminent firms with the professional services and software industries where Beacon focuses its business, including KPMG, PWC, KPMG, HP, and Cognos.

Beacon Worldwide (<http://www.beaconworldwide.com>) is a global sales consulting firm bringing multi-national insights to clients in over 40 countries. The company's international experience working within a complex framework of laws, regulations, and highly varied organizational structures has given its team members unique insight on sales strategies and tactics that work, and how to successfully implement business practices throughout partner-led organizations in the complex advisory services and software fields.