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RareAgent's Founder Recognized by AA-ISP as one of 25 Most Influential Inside Sales Professionals in 2011

CUMMING, GA (May 13, 2011)— RareAgent announced today that AA-ISP recognized Marge Bieler, RareAgent's founder and CEO, as one of the top 25 most influential inside sales professionals in 2011. The award was part of the American Association of www.aa-isp.org/index2.php Inside Sales Professionals' Leadership Summit 2011, which was held on May 11th at the Hilton Hotel in Minneapolis, Minnesota.

"We are thrilled to receive this award. Meeting and sharing ways to improve the professionalism and performance of inside sales with so many leaders and authors was very humbling and rewarding. AA-ISP's Certified Inside Sales Professional (CISP®®) accreditation program validates the importance of identifying key skill sets and competencies needed to effectively start active dialogues with prospects, partners and customers. Most of us recognize that in order to produce a sale, we must have a live conversation at some point. Yet, so many individuals are becoming heavily reliant on email and social platforms and are forgetting to pick up the phone to drive a "live" conversation. AA-ISP's accreditation program brings the use of active dialogues, research and questioning skill sets front and center again," stated Bieler.

"It is an honor to recognize Marge Bieler as this year's recipient of The TOP 25 Most Influential Inside Sales Professional Awards. Marge has proven her dedication to growing the professionalism and performance of the inside sales industry, which is the mission of the AA-ISP," stated Bob Perkins, AA-ISP founder and CEO. "We are confident that she will continue to have an impact on this fast growing and exciting industry in the future." A complete list of companies and individuals recognized by the AA-ISP will be published on the AA-ISP website www.aa-isp.org

About RareAgent

RareAgent's award winning lead demand program focuses on the front half of the sales funnel, "opening doors through "active" dialogue and live conversations. RareAgent works with senior officers to develop lead demand strategies to ensure acceleration of revenue and leap-frogging the competition. RareAgent's team-for-hire shares tips, tricks, templates, techniques, tool platforms and search education to drive lead demand strategies; training of social lead gen prospecting; and provides Team-for-Hire to perform lead nurturing and appointment setting services. For more information, please visit: www.rareagent.com

About AA-ISP

AA-ISP is the only association in America formed and dedicated to advancing the profession of inside sales. It does this through promoting inside sales best practices and inside sales tips for business practitioners. It also promotes inside sales careers in what is already becoming the fastest growing segment of sales and marketing. For more information, please visit: www.aa-isp.org