

PLUS BRIEFCASE



SPECIAL TO PLUS

Joseph Roman, right, president of Accelerant Sales Group, joins Microsoft's Bill Gates at the VS Live event in San Francisco March 24.

Accelerant Sales Group finds its niche in high tech

MONTVILLE — In today's fierce global economy with everyone focusing on increasing profits and saving money, one local company has found its niche.

Joseph Roman was a sales executive at Intel Corp. three years ago when he realized that there had to be a better way to sell to the customers who count with manufacturers. Since the costs for setting up a field office and training representatives were soaring, Roman believed that the "old-fashioned" model needed to be redesigned.

That's when Roman formed Accelerant Sales Group in 2001 as a contracted sales company for high tech products.

"Our company offers an office, sales people that are the best in the business and a reputation based on performance, all for a fraction of the cost of funding and hiring full-time field sales people," Roman said.

"Many businesses don't ever get out or their local market because they are afraid of losing up to a million dollars in assuming the risk of setting up and insuring an office, paying someone a \$150,000 salary, auto expenses, \$12,000 in benefits and countless stock option incentives just to hope that they don't jump ship for the next best opportunity. We offer service packages that divide sales

professionals' time among several product lines, and it dramatically decreases the risks and costs of selling in our area," added Roman.

Recently, Accelerant Sales Group exhibited at VS Live in San Francisco while representing CYGCOM, one of their principles headquartered in Toronto, Canada.

At the event, Joseph Roman participated in strategic meetings in marketing solutions around the newly released Microsoft Speech Server™ along with many industry executives including Bill Gates.

"Accelerant's entrepreneurial spirit and culture is recognized by customers when we aggressively go to market ... our deep experience shines when closing the sales that count...we are smart and hungry and know where the business is," Roman said.

Accelerant Sales Group is located at 2 Skyline Drive in Montville. For more information, visit www.AccelerantSales.com or call (973) 331-0600.

CancerCare takes on first marketing adviser

NEW YORK, N.Y. — Thomas Ferguson Associates of Parsippany will provide full pro-bono services to CancerCare, thus becoming its first marketing agency of record, the organization