

For Immediate Release

makeWAVES EXPANDS WITH The Revenue Builder®

License Agreement Enables makeWAVES Communications Expand its Sales Training with a Scientific Methodology

Vancouver - February 6, 2006 – makeWAVES Communications signed an agreement with TheRevenueBuilder® to begin offering and delivering sales training and strategic consulting. Based on this highly successful sales methodology, thousands of CEO's, entrepreneurs and selling professionals across North America have found The Revenue Builder® quick to implement and yield immediate results.

The Revenue Builder®, authored by Pauline O'Malley, is based on thirty years of clinical research in behavioral psychology and six years of development in the field. A recent study across multiple industry sectors revealed that over 65% of sales professionals are not making a sufficient number of quality sales calls to add to their opportunity pool. Jeffrey Fox, author of "How to Become a Rainmaker" states that 95% of sales representatives fail to ask for the order. TheRevenueBuilder® avoids these performance issues by providing businesses and sales people with simple to apply tools to accurately identify opportunities, accelerate the buying process and convert clients-to-be™ into Clients-for-Life.

"I am excited by the opportunity to have TheRevenueBuilder® at the center of our training program", said Edward Koome, makeWAVES Communications President. "I have personally experienced the revenue growth that is possible by applying the knowledge and training since I was an early client of Pauline O'Malley's in 1997. With customers finding it increasingly more difficult to differentiate the value of products and services they purchase, professional selling skills will become the competitive advantage in the very near future", Koome explained.

"Our solutions are about the experts that make what is traditionally perceived as being a very complex process, quite simple for the business leaders and their staff to enjoy. Talented professionals like Edward, who is backed with years of experience and effectiveness is what makes the difference for our clients. We are thrilled to be working with him", exclaims Pauline O'Malley.

About TheRevenueBuilder®

The Revenue Builder® is an easy, analytic approach that gets results - time and time again. Since 1996 they've worked with business owners and selling professionals in manufacturing, finance, insurance, telecommunications, and technology to design the tools that enable their customers to buy more in a shorter period of time.

About makeWAVES Communications Co.

makeWAVES Communications is a sales training and sales and marketing consulting company. Founded in 2005 makeWAVES helps small and mid-sized companies in the high technology and manufacturing sectors narrow their focus, choose their customers, and dominate their markets.

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