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**COMPTEL *PLUS* Spring 2010 to
Feature Sales Seminar Series Led by John Costigan**

***Sales Consultant to HP, IBM and Oracle to Showcase
How to Succeed with Cold Calls and Overcome Objections***

WASHINGTON, D.C. – COMPTEL, the leading trade association for the competitive telecommunications industry, today announced that John Costigan, an internationally recognized sales trainer who has worked with companies such as HP, IBM and Oracle, will lead a sales seminar at the COMPTEL *PLUS* Spring 2010 Convention & EXPO in Nashville, March 14-17, 2010. Costigan will show COMPTEL *PLUS* attendees how to succeed with cold calls and overcome objection in a series of three sessions.

Costigan, president and founder of John Costigan Companies, conducts sales training courses around the world for corporate giants like Experian, Exxon-Mobile, SAS Software and Tommy Hilfiger. During his training sessions, Costigan motivates and inspires sales forces, sharing his experience to help sales professionals master their craft. In addition to sales training, Costigan hosted a call-in radio show called "Everybody's a Sales Person" and was a guest commentator offering expert opinions for a local media station during Donald Trump's television series "The Apprentice."

Costigan's COMPTEL *PLUS* Sales Seminar will include sessions on:

- ***Moving Stalled Deals Forward: 51 Deals - \$2.9 Million in One Day*** – On Costigan's radio show, he demonstrated how to close business, then proved it in Chicago in a one-day class that closed 51 deals worth \$2.9 million. This session will show the audience the secrets of how he did it and then trained the sales people to do it themselves in just one day.
- ***Cold Calling - Yes, It Works!*** – You're just doing it like everyone else...and that's the problem. Only 2 percent of cold calls usually get returned. In this session, Costigan will show attendees how to get over 50 percent of your voice mail messages returned the same day.
- ***Overcoming Objections*** – The average sales person faces rejection *seven* times a day. Most sales people don't have a process to overcome objections and, ironically, what they are saying is usually the absolutely worst thing they can say. This session will teach

attendees a highly acclaimed process that has sales people handling objections with much more confidence and success.

Costigan, a former professional basketball player, earned a Bachelor of Science Degree in Education from Northern Illinois University and currently sits on the Board of Directors for Excellence in the Field of Sales at his alma mater.

About COMPTTEL PLUS

COMPTTEL PLUS is the preeminent networking event for innovative communications companies. Held twice a year, these events attract more than 147 exhibitors and 3,200 attendees, who have the opportunity to learn about new products, services and industry trends, meet potential customers and do business. In addition to exclusive exhibit hours, COMPTTEL PLUS offers comprehensive educational programming and experienced industry speakers. The COMPTTEL PLUS Spring 2010 Convention & EXPO is scheduled for March 14-17, 2010, at the Gaylord Opryland in Nashville, Tenn. For more information, please visit <http://comptel.org/content.asp?contentid=2153>.

About COMPTTEL

Based in Washington, D.C., COMPTTEL is the leading industry association representing competitive communications service providers and their supplier partners. COMPTTEL members are entrepreneurial companies driving technological innovation and creating economic growth through competitive voice, video, and data offerings and the development and deployment of next-generation, IP-based networks and services. COMPTTEL advances its members' interests through trade shows, networking, education, and policy advocacy before Congress, the Federal Communications Commission and the courts. COMPTTEL works to ensure that competitive communications providers can continue to offer lower prices, better service, and greater innovation to consumers. For more information, visit www.comptel.org.