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D2Dcable.com Offers World's Only Door-To-Door Sales Certification

DES MOINES, Iowa - (February 18, 2010) - An Iowa-based company is using 21st-century technology to certify employees' skills in one of the most ancient and enduring forms of sales known to man.

D2DCable.com, based in Des Moines, IA with offices in Pensacola Beach, FL, and Los Angeles, CA, is the first in the world to offer certification in the enduring discipline of door-to-door sales.

D2DCable.com focuses on fully serving the nation's cable industry by also offering on-demand video sales training courses for telemarketers; front-counter personnel and service techs and installers. So far, only the door-to-door training content is also offered in Spanish.

Founded by door-to-door cable sales veteran, professional speaker and author Kim Robinson, D2DCable.com offers Internet-based on-demand video sales training that culminates in a certification that students have the necessary skills and knowledge to be effective in door-to-door sales.

"The course includes five on-demand video lessons with assessment tests after each one," said Robinson. "At the end of the course, we issue a certification of completion. We're the only company in the world to do that to my knowledge. These are tough, rigorous assessments. Nobody skates through. We don't simply mail them a piece of paper for sitting through the five lessons. When we certify someone, employers know that person knows how to do the job, and can actually do it."

Robinson and his business partner, Rene' Wukich, founded D2DCable.com in 2007 after Robinson helped Wukich's cable sales group achieve incredible growth.

“Door-to-door sales suffers from the unfortunate stereotype of the pushy encyclopedia salesman and similar media portrayals. This notion of a home invader harassing a customer is hopelessly outdated, if it was ever accurate at all,” Robinson said. “A good salesman at the door can do things no amount of advertising or direct mail can ever achieve. That's why it is so important to train them how to do the job right while creating great customer satisfaction.”

Robinson said along with the certification, his company is among the pioneers in using the Internet as a super cost-effective way to deliver an array of effective training for virtually any sales position. The all-online method is also super green, saving resources involved with travel and use of printed materials, etc.

“Web-based training is an exploding market these days,” said Robinson. “More and more companies are seeing it as a great way to offer their sales associates quality, effective and convenient training, all without spending a penny on the travel, meals, accommodations and lost productivity that comes with sending sales people to off-site training sessions. Plus it fits beautifully with companies' efforts to be more environmentally conscious.”

D2DCable.com has partnered with the 7th and 8th largest cable providers in the country to create dynamic gains in door-to-door and other sales channels.

The feedback has been overwhelmingly positive...

- “I love D2D Cable! Kim knows what he's talking about. The door-to-door sales certification program is a video sales training course that gives our company effective nationwide sales training and the results are excellent. It's easy because it's delivered on-demand from any

computer with Internet access. D2D Cable saves our company a great deal of money and time by not having to conduct regular classroom training sessions and the sales reps can repeat the classes anytime they want. More sales for less money –that works for me! ~ Dale Ordoyne Senior VP of Sales, Mediacom

- “D2D Cable’s sales training and certification course is a great tool for teaching door to door sales reps how to be successful in the cable industry. All of our independent sales contractors must successfully complete its customized, five–part D2D training program and become Cable Certified before we let them hit the streets by themselves.” ~ Steve Nolfi, SVP Sales Operations, RCH Cable
- "I went through your online door-to-door sales program and I am hardpressed to understand why any sales organization selling these services would not want their people—new guys and others—to go through it. I haven’t seen anything like it! Your program links everything together in an understanding and easy to follow way. I now know how to do the job. Thanks." ~ Charly, Contract Sales, Denver, CO
- "My selling skills improved dramatically after attending one of the D2D Cable Online Training Classes. I could tell immediately that Kim really knew the challenges of door-to-door selling and I appreciated that he still knocks doors and stays current with our struggles. I’ve never taken a class that allowed me to go back and talk through my questions after I tried the skills—the coaching session makes all the difference! I have repeated the class a couple of times and learn something new every time. I have recommended him to train my whole company." ~ Prasant Narasimhan , Supervisor; Cal-Tek

About D2DCable.com

<http://www.D2DCable.com> utilizes cutting edge, 21st Century web-based technology to deliver concise, efficient, entertaining and very effective on-demand video training programs to cable operators and contract sales teams. The company is the only one in the nation to offer meaningful certification for door-to-door cable sales as well as training in English and Spanish. Founded in 2007 by cable veteran, professional speaker and author Kim Robinson and former cable executive Rene’ Wukich, D2DCable.com has boosted sales performances for some of the top cable MSOs and quickly become known as the most effective direct sales training program in the country. D2D Cable now has offices in Des Moines, Iowa, Pensacola Beach, Florida and Los Angeles, California.