



ASHER TRAINING LAUNCHES SALES APTITUDE ASSESSMENT IN CHINA DRAWING A RECORD ATTENDANCE OF 1,200 CEO'S AT KICK-OFF EVENT

Washington D.C. (September 28, 2006) - Asher Training, Inc., a Washington D.C. based full service sales training firm, announced that its large-scale marketing effort of selling sales aptitude assessments to corporations in China is officially underway in Shenzhen, China. The success of the kick-off event led to immediate bookings for sessions in Beijing and Shanghai.

John Asher, chairman and CEO of Asher Training, hosted the official kick-off event in Shenzhen on August 23, by training over 1,200 Chinese CEOs on the "Three Factors for Sales Success." The event was sponsored by the CEO Clubs of China and drew the largest audience ever for a privately held seminar at the Shenzhen Civic Center. The kick-off event targeted CEOs and focused on the third factor for sales success - how to identify people with a natural talent or aptitude for sales.

"Our clients throughout the United States have been using the Craft Personality Questionnaire (CPQ) for the past 10 years and have found those who score high on the CPQ outsell those who score low by a factor of four. We believe Chinese CEOs will benefit from the CPQ as well by helping them to identify and hire sales talent throughout China," said Asher.

Asher Training is the largest independent distributor of the CPQ in the U.S. and the sole distributor of the product in China. Over 1.5 million people have taken the CPQ worldwide to date. "Identifying sales talent is one of the biggest challenges facing Chinese executives today," said Simon Guo, president of Asher Training's China division. "One CEO at the event stated she hired over 100 outside salespeople in Shanghai and the group of them had only made one sale in six months. We know the CPQ will address these types of challenges all over the country," stated Guo.

Established in 1996, Asher Training, Inc. is located at 1001 Pennsylvania Avenue, NW, eight blocks from the White House in Washington, D.C. The full service sales training firm specializes in training and coaching C-Level executives, sales managers and top salespeople in strategic sales, marketing and business development best practices worldwide.

Visit www.ashertraining.com for additional company information.