

## News Release

*For Immediate Release*

### **PLSG Sponsors Local Companies in Sales Leadership Training**

*Helping companies succeed by building strong sales teams*

PITTSBURGH (January 18, 2019)—The Pittsburgh Life Sciences Greenhouse (PLSG) is pleased to announce scholarships awarded to attend “Building a Consistent Repeatable Scalable Sales Machine,” a first-of-its-kind workshop series happening in Pittsburgh beginning January 22, 2019.

Conducted by sales leadership experts from M. Masters Corporation, a local Pittsburgh company, this 10-week workshop series/MMasterclass will guide participants through key issues related to building their sales capabilities, allowing them to operate successfully and consistently over time. Combining both web-based and classroom learning, participants will be led through a gap analysis and subsequent evaluation against five key “best practice” criteria for success.

“The best technology can’t be realized without a successful sales effort,” said PLSG President and CEO, James F. Jordan. “Determining how to grow sales teams for consistently high performance is a central challenge for any company, particularly for a Health IT start-up,” which is the target segment of this scholarship effort.

At the end of the series, participants will have their own personalized plan to enhance the way their sales team is organized and operated to achieve consistent, repeatable results. Attendees are typically the heads of sales and others, such as CEO, or Executive Director, who have a vested interest in an effective machine that generates customers and revenue.

The PLSG has provided scholarships to Carnegie Mellon University and The University of Pittsburgh to be awarded to candidates of their choosing. “Sales leadership training is a big gap for our companies,” said Babs Carryer, Director of the Big Idea Center at the University of Pittsburgh Innovation Institute. “This is a missing piece, and we are grateful to the Greenhouse for allowing us to participate in issuing these scholarship awards.”

“At the PLSG we are always looking for ways to augment our capabilities for the benefit of our entrepreneur community,” Jordan continued. “I’m hopeful this will be of great assistance to participants and the first of many similar programs.”

For more information on the workshop, visit [www.MMasters.com](http://www.MMasters.com).

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#### **About the Pittsburgh Life Sciences Greenhouse**

The Pittsburgh Life Sciences Greenhouse (PLSG) is a comprehensive life sciences economic development organization. We are dedicated to advancing life sciences in western PA by building on the region’s strengths in research, clinical care and life sciences entrepreneurship. We serve our community

by providing knowledge, connection, and capital to help companies grow, create jobs, and improve the health of all humanity. For more information, please visit: [www.plsg.com](http://www.plsg.com).