



FOR IMMEDIATE RELEASE

ASLAN Launches New Website to Reflect Evolution of Brand and Client Needs

ATLANTA, GEORGIA - ASLAN, one of the leading providers of [sales training](#) for Fortune 500 companies, has launched a new website to better reflect their modern approach to sales training, and the needs of their clients. Unlike their previous website built in 2006, ASLAN's new website addresses the specific problems that their clients face, and shares how ASLAN's training can make a true impact on clients' staff and their sales.

Trusted by companies such as MetLife, Pearson Education and Merck to deliver superior sales training, ASLAN has built a reputation as an organization that intimately understands the problems that sales managers face. Until now this insight has been reflected in their print marketing, but not in their online presence. "We've updated our print brochures and other collateral materials," said Tom Stanfill, CEO and Founding Partner at ASLAN. "However, our website didn't adequately portray our strengths as a company, or speak to the specific problems that plague our clients. We wanted something that truly represented who we are as a company today, and where we see ourselves in the future."

Designed by [Nebo](#), an award-winning interactive agency in the Southeast, the new website boasts vibrant imagery for an updated look and feel, improved user experience and messaging that better addresses the problems their clients face. "Our new website talks to clients not only about the solutions we provide, but many of the specific problems that sales managers face everyday," said Stanfill. "We identify these problems in practical terms, and tell the story of how our solutions can make a real difference in their sales team."

To learn more about ASLAN's improved website, and how their solutions can help companies improve the efficiency of their sales force, visit www.ASLANTraining.com.

About ASLAN

ASLAN Training and Development is a global sales training and consulting firm that offers customized, onsite inside sales training, field sales training, and sales leadership development. For over 15 years ASLAN has helped internationally recognized brands, such as FedEx, Johnson & Johnson, National Geographic, Schneider Electric, and others, improve the performance of their sales reps and managers. ASLAN recognizes that all sales roles are not the same and has developed a total suite of solutions that includes strategies for hiring, transitioning managers

into coaches and leaders and improving overall performance for each of the 11 unique sales roles. To learn more about how we can help you, visit us at <http://www.AslanTraining.com> or call us at (866) 362-6496 ext. 105.

###