



Imparta Receives 'Top 20 Sales Training Companies' Accolade for 3rd Year Running

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Imparta has been named as one of twenty global leaders in Sales Training for the third year running, as evaluated by TrainingIndustry.com in their esteemed annual Top 20 list. Due to the diversity of services included in sales training programmes, no attempt is made to rank the Top 20.

This annual listing of the top sales training companies is compiled to help corporate buyers procure potential suppliers: selection is based on levels of excellence achieved in delivering outstanding service, superior sales training and improving the impact of the sales organisation.

"The 2013 Top 20 Sales Training Companies focus not only on the quality of training they provide, but also on the impact their programmes have on the industry and the companies they support," said Doug Harward, Chief Executive Officer, TrainingIndustry.com.

Key decision criteria include:

- Industry recognition and impact on the sales training industry
- Innovation in the sales training market
- Company size and growth potential
- Breadth of service offering
- Strength of clients served
- Geographic reach

"The formation of Imparta, Inc. in 2012 was a sign of Imparta's ongoing commitment to our US and global client base, and we are delighted with the recognition provided by our third year in the Top 20" said Imparta's President and CEO, Richard Barkey. "More than ever, buyers of sales training want to know they are working with a partner that can deliver impact as well as talk about it, and organisations like TrainingIndustry.com have an important role to play in creating transparency in the market."

About Imparta

Imparta improves its clients' business performance in the areas of sales, marketing and customer service, using highly practical and researched approaches, and an integrated solution that goes well beyond simple training interventions. Imparta's Capability Building[®] system combines assessment, training, coaching, application tools and impact measurement, using leading-edge technologies to create sustainable performance improvement.

Founded in 1997 by Richard Barkey, a British national with a Harvard MBA and seven years' experience at McKinsey & Co, Imparta is based in London but operates globally. Imparta has grown throughout the recession, and increased sales by 34% in 2011. Clients include GE, Telefonica O2 (for whom Imparta runs a major Sales Academy, a Marketing Academy, and Retail Academy), Lloyds Banking Group, Hewlett Packard, Alcatel-Lucent, Intel, and the WPP Group. Imparta is backed by GE Capital, and the Board includes senior professors from INSEAD and London Business School. The company runs its own internal Sales Academy and this has contributed to strong growth throughout the recession.

In early 2010, Imparta acquired The Procter Consultancy Ltd., which has provided training, support and consultancy in the Service Delivery world for the last thirty years. Procter is a leader in the customer contact market, and has helped set up direct channel pioneers such as British Airways, Direct Line, Royal Bank of Scotland and Virgin Direct. At the core of Procter's proposition is the ability to differentiate a service or sales proposition on the strength of a company's customer experience. Procter currently enjoys relationships across private and public sectors with clients such as Barclays Bank, Lloyds Banking Group, Volkswagen Group, the Ministry of Defence and several Police forces.