

Ronnie Sanford's Houston Business Channel 11 interview titled "Marketing Professional Services" now available free via download and CD

HOUSTON, April 18, 2006 – Sanford Group announced today that their CEO's November 17, 2005 interview on Houston's Business Channel 11 titled "Marketing Professional Services" is now available via download or CD.

Mr. Sanford's interview features an in-depth discussion of best practices utilized in marketing professional services, and provides tips useful to any Accountant, Banker, or Lawyer wishing to grow their business via marketing.

"Sanford Group is well respected for their professional services marketing and it was wonderful to have Ronnie on our show," said Shelia Harrison, Host of Houston's Business Channel 11 show called "The Source". "Ronnie's knowledge of what works and what doesn't work when marketing professional services was evident and of great benefit to our viewers."

"Sanford Group is one of the few firms that uses marketing to purposefully build a professional service provider's reputation and business referrals," said George Kurisky, a shareholder in the Houston law firm of Johnson, DeLuca, Kennedy & Kurisky, P.C. "The Sanford Group's approach is superior to those that focus on building mere brand awareness."

The video of the interview can be downloaded at www.sanford-group.com/interview.htm. For those unable to download videos a CD can be requested at www.sanford-group.com/requestcd.htm.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products and services are developed successfully and launched in the most effective manner. Recognizing that more than half of all new offerings fail, Sanford Group collects and analyzes market data to create actionable strategies that resonate with customers. Sanford Group services include strategic marketing, marketing communications, design services and consulting. For more information, please visit www.sanford-group.com.

Strategy Works is a business and marketing newsletter sent out by Sanford Group on a quarterly basis. To subscribe submit the form located at www.sanford-group.com/newsletter.htm.

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