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## **New Company Built by Seasoned Pro Brings Refreshing Views and Guaranteed Revenues**

MEMPHIS, TN. – In over 20 years, as Founder and Chairman of Signature, Don Farrell developed the core training programs and delivered over 300+ keynote speeches plus another 500+ training events...as well as work with major corporate and association clients on a firsthand basis. Clients included any business that handled incoming revenue and service opportunities through the phone, from the web and over a counter. They also worked with many thousands of salespeople whose main function was to create loyalty with their product/service/brand(s) through outside selling.

In 2007, Don Farrell sold his share of SignatureWorldwide so that he could develop a new company, Fresh Revenues. Today, he is delivering even greater revenue producing results at every level within select organizations. Don is so sure his clients will gain revenues and separate themselves from their competition using a redefined sales and service culture that if the client does not see results to their expectation, they do not pay. Period.

“I am especially understanding of how critical the right culture building is to an asset and how it affects maximizing and profit opportunities. It means everything to the success or failure of an operation. As a result, Don Farrell is the first person I call when I pick up a new management contract and get his help” says Jed Heller, Principal in the Providence Group.

Don is also getting ready to launch his first of ten books. Look for his “Ethical Theft...How to Steal Business from Your Competition” through Amazon.com, in late September, 2009. His first work is a very tactical look at the 50 things he did and does to liberate business from his competition. This highly entertaining and educational book will push the creative limits of how to provide revenues for your own organization.

Go to [www.FreshRenueues.com](http://www.FreshRenueues.com) and click on the book icon to preview the book for yourself.

Fresh Revenues is a company dedicated to **increasing revenues** and delivering results through high impact speaking engagements, interactive and uber-energy workshops and true partnership consulting.

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