

**Contact: Andrew Samrick**  
Simplicity Tactics  
Phone 616.635.2920  
Fax 616.222.0916

One Ionia Ave SW  
Suite 500  
Grand Rapids, MI 49503  
www.SimplicityTactics.com



# Press Release

## *Simplicity Tactics Announces Merger, Geographic Expansion, Product Extension to Create Full Service Growth Consultancy*

**Grand Rapids, MI, February 7, 2011:** To support increased market demand, corporate growth consultancy Simplicity Tactics has announced its pending merger with Minneapolis, MN based Enhanced Sales LLC. Their combined firm, Simplicity Partners, will provide hands on commercial and operational support to a wide range of small and mid-market companies.

“The addition of the Enhanced Sales team allows us to bring direct sales support to our target markets,” said Simplicity Tactics president Andrew Samrick. “Their approach to hands on, field-based sales development is a natural extension of the commercial planning and performance management systems we currently offer our clients.”

Simplicity Partners will offer a comprehensive suite of growth focused services including revenue enhancement, performance management, market intelligence, people development and education systems, and interim leadership services. The full service model is a critical element for the firm’s ongoing success, said Enhanced Sales president Scott Webb.

Added Webb, “As the economy has continued to rebound, our focus on the fundamentals of growth – revenue enhancement, cash flow, and resource management – has put us in an enviable position in the market. Our size and focus allows us to service the needs of companies that don’t show up in the Fortune 500 list, while our bench depth gives us the market vertical and functional expertise that an individual consultant just can’t match!”

To keep pace with increased customer activity, the firm plans to add multiple sales managers and consulting practitioners before year end. Interested parties are invited to email Simplicity Tactics COO Tom Stanfield at [Tom.Stanfield@SimplicityTactics.com](mailto:Tom.Stanfield@SimplicityTactics.com) for more information.

Additionally, the company has announced the recent opening of its Chicago sales office. Launched to support an engagement with a Japanese firm developing operations in the US, the expansion will allow Simplicity Partners to better support clients throughout the Midwestern United States.

**For Immediate Release**