

PRESS RELEASE

29th March, 2004

PROSELL ENERGISES npower FIELD SALES STAFF TO RECRUIT RENEWABLE ENERGY CUSTOMERS

Training/coaching programme looks to grow customer interest in the 'Juice' initiative

Prosell, the sales and service performance improver, today announces that it has begun a training and coaching programme for utilities giant npower. The programme, which will run for 3 months, will specifically aim to motivate field sales staff to recruit customers to the 'Juice' renewable energy initiative.

Juice is a pioneering initiative developed by npower and Greenpeace which draws upon renewable energy from the North Hoyle offshore wind farm, the first of its kind in the UK. For every unit of electricity a Juice customer uses, a unit of renewable energy is fed back into the national grid. This product does not carry a premium and is available to customers at no extra cost.

The Prosell programme will focus on improving the sales performance of 20 field sales staff through on-the-job coaching and motivational workshops.

Commenting on the programme, Chris Wintle, Head of Marketing at Juice, said: "npower is fully committed to providing all its customers with the option of a greener energy source. Juice is a complex sell and we are using Prosell's expertise to help our field sales team clearly communicate this and fully engage with our customers."

Simon Morden, Prosell Chairman added: "We are delighted to be helping npower encourage customer interest in this admirable initiative. Together we aim to raise both employee and customer interest in the initiative and increase sales performance levels."

-ends-

About Prosell:

Prosell is a leading training and development company which focuses on delivering measurable performance improvement for blue-chip organisations. Founded in 1985 and with offices in London and Sydney, Prosell works closely with customer-facing sales and service teams primarily within call centres, help-desks and retail outlets, helping them to achieve organisational brand, service and sales objectives.

Prosell uses a broad range of practices across a varied mix of projects within highly competitive market sectors. Each programme is always tailored to an organisation's objectives helping to facilitate employee attitudinal change, introduce fresh working practices and measurably improve bottom-line performance.

Prosell's client-base includes:- Dell Computers, Post Office Ltd, Yell, EDS, Hackney Borough Council, Telewest, Servier, Npower, Hertz, Ford, WPP, mm02, McDonalds and Lafarge
www.prosell.com

For media enquiries please contact:

Christopher Taylor
Prosell
0208 939 0180
ctaylor@prosell.com

Camilla Kirwan
Flagship Consulting
0207 886 8452
camilla.kirwan@flagshipgroup.co.uk