

CIDERMILL CONSULTING LTD



Press Release

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Business Simulation tools feature in sales training

Consultancy company Cidermill Consulting accredited to deliver second Celemi Business Simulation within their sales training curriculum.

Cidermill Consulting is pleased to announce that it is now accredited to deliver both Apples and Oranges® and Decision Base® business simulations. These simulations are sourced from Celemi (www.celemi.com), an international provider of business simulations for more than 20 years.

Cidermill Consulting offers training and coaching services to sales teams involved in the high-value business-to-business sector. Cidermill's vision is that sales teams will be more productive and effective only when they have a good understanding of the business of their clients and prospects, and can engage in business conversations with the executives of those companies. The Celemi business simulations are included in the Cidermill training modules to help delegates understand the fundamentals of business finance, marketing and competitiveness; they act as an enjoyable and memorable learning tool which is much more effective than more traditional learning techniques.

Bob Grindley, Director of Cidermill, commented: "We are excited by the possibilities of the Celemi business simulations – Decision Base is a tremendous tool for sales people to understand the fundamentals of their clients' business; and Apples and Oranges is a simpler version which can be run within one day. We expect to grow our business significantly with these new tools at our disposal".

For more information, contact:

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