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Contact: Melinda Brody

For Immediate Release . . .

(407) 294-7614 x301

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Melinda Brody & Company/TheVideoShoppers.com Announces Strategic Alliance

ORLANDO, FL – Orlando-based Melinda Brody & Company/TheVideoShoppers.com has announced that Linda C. Rooney has been named as their new Shopper Development Specialist. Ms. Rooney will be spearheading shopper recruitment efforts using a multi-media approach and handling the screening, interviewing and approval of new mystery shoppers for the company. Ms. Rooney is the owner of BeaconPoint Associates, which provides an array of strategic sales & marketing solutions to entrepreneurial companies and individuals, including homebuilders, consultants, freelance professionals, small and home-based businesses.

In addition, Ms. Rooney will be serving as MB&C's Business Development Manager, utilizing her 20+ years of experience and connections within the homebuilding industry to bring the benefits of MB&C video shopping, coaching, and training programs to an ever-larger audience.

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“When I made the decision to outsource our shopper development function to Linda, I knew I’d made the right choice because of her first-hand knowledge in the mystery shopping industry. Her company had been conducting written mystery shops for years, while referring her clients to me for video shops. Within the first week, she’d screened, interviewed and approved four new shoppers for our company – and is currently working through a backlog of applications while developing a recruitment plan to attract new applicants beyond that. I can’t wait to see what she’s able to accomplish for us as our new Business Development Manager – another area she’s taking on, beginning later this month,” said Ms. Brody.

“When the opportunity arose for this strategic alliance, I was thrilled,” said Ms. Rooney. “Melinda and I have been professional colleagues for almost 15 years. Her professionalism within the mystery shopping industry is well-established, and her reputation as a dynamic sales trainer and coach precedes her. I’m very pleased to have this opportunity to help Melinda grow her business and continue her long tradition of customer satisfaction.”

Ms. Rooney is a Member of the Institute of Residential Marketing (MIRM), Certified Active Adult Specialist in Housing (CAASH), Certified New Home Marketing Professional (CMP), and Certified New Home Sales Professional (CSP), as well as a licensed Real Estate Salesperson and REALTOR® for over 20 years. She has a long record of accomplishment in providing the marketing direction for homebuilders and remodelers, a downtown merchants association, and many other types of businesses and organizations. She is a national speaker and columnist on sales, marketing and social media, and was named Marketing Director of the Year by the Builders League of South Jersey.

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To learn more about BeaconPoint Associates' wide array of strategic marketing and business development services, visit www.beaconpointassociates.com or call 609/298-5998.

Ms. Brody is also a MIRM, a 6-time MAME Award winner, and was named one of the "Top 25 Businesses in Orlando" by the Greater Orlando Chamber of Commerce. She is a proud member of the National Speakers Association and travels the country conducting seminars and inspiring sales representatives with her high energy, "real world" seminars. Her "state of the art" video mystery shopping services have evaluated over 10,000 salespeople nationwide.

To learn more about the services provided by Melinda Brody & Company/TheVideoShoppers.com or to apply as a shopper, visit www.melindabrody.com or call 407/294-7614.

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