

FOSTER MARKETING HOSTS BUSINESS DEVELOPMENT SESSION FOR CLIENTS AND STAFF

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LAFAYETTE, La. (October 22, 2009) – Foster Marketing

recently held a motivational new business seminar featuring Bill Whitley, author of *The Art of the Rainmaker: The Messages, Questions and Insights that Attract and Engage Clients*.

Whitley held two interactive sessions at Foster Marketing – one for the company’s clients and one for its professional staff. Each session focused on the importance of engaging potential clients and customers through storytelling; then applying those techniques to develop effective messaging and conversations.

“This was a great opportunity to help both our staff and our clients,” said President George Foster. “Bill is well-known in the strategic marketing field for developing messaging and has done tremendous work as a consultant for companies such as State Farm.”

Whitley has helped hundreds of companies create more compelling sales presentations. His sales career started in 1984 and he has formed three companies -- The Whitley Group, an interactive multimedia design and production company that developed sales presentations for companies like, IBM, Apple Computer, EDS and AT&T; MindBlazer, one of the nation's leaders in education-based marketing; and his current consultancy.

Foster Marketing Communications is a 30-year-old business-to-business marketing, advertising and public relations firm. The firm serves clients internationally in the oil and gas industry from offices in Lafayette and Houston. Visit www.fostermarketing.com,

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