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NINE ELMS DEVELOPMENT ANNOUNCES NEW TRAINING COURSES FOR 2017 AND 2018

Nine Elms continues to add value for its clients with a new offering – in-depth sales and marketing training which walks executives through the steps to developing a successful market strategy in the US.

Las Vegas, Nevada --- One of the invaluable services that Nine Elms gives its clients is access to years of industry insights which help companies understand *how* to sell to Americans, and *who* to sell to in US companies. This information is now being made available in two classes that have been carefully designed by CEO Liese Peterson:

- **Understanding How American Executives Buy:** Insights into US Buying Behavior and How It Affects Your Product
- **Selling to American Buyers:** Eight Ways to Improve Your Success with Research, Relationships and Professional Selling

Both classes will be available live or via download online in December 2017, and January 2018, with registration set to begin in early November.

Las Vegas-based [Nine Elms Development LLC](#) has partnered with international clients since its inception in 2015. Both Liese Peterson, CEO, and Don Peterson, Chairman, have had the opportunity to work hand in hand with clients from Australia and countries across Europe. Whatever the industry, each client is looking for the same thing: market access to North America. Why do companies continue to partner with Nine Elms? Because the North American market is like nothing you will find anywhere else.

“The biggest mistake I see companies make,” says Liese, “is assuming that the North American market is similar to what you can find in England or Germany, and that the American consumer is just like the European consumer. It’s not true. From tastes to buying habits, market trends to how companies are organized, the US is unique.” The CEO hopes her classes will help unlock many of the intricacies of the North American market, increasing the ability of executives in international companies to craft successful sales strategies.

Proceeds from the classes will be reinvested in printing hard-bound materials which include information from the online courses. Liese intends to use these books to increase the

effectiveness of more small companies abroad seeking access to North America. “Market access, simplified. That’s our tagline, and I stand behind it completely,” says Liese. “Whatever Nine Elms can do to better equip its clients is well worth the effort.”

Complete class information will be available on the Nine Elms website by mid-October. Please visit <http://www.9elmsdevelopment.com/classes>.

Liese Peterson, Don Peterson, and Business Development Manager Nathan Wilson will be present in Cologne, Germany for ANUGA 2017 from Saturday, October 7, through Wednesday, October 11. They will be meeting with new and prospective clients for the entire trade show. Look for them there.

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About Nine Elms:

Nine Elms Development LLC is headed by husband and wife team, Liese and Don Peterson. While the two fill many capacities in the small company, Liese’s official title is CEO. Don, a retired CPA, acts as the company’s Chairman of the Board. Both are supported by a dedicated team of employees who bring their diverse talents to the fore for the sake of the company’s bottom line – making market access to North America easier, faster, and more affordable for small international companies with innovative ideas. Using contacts made from rich careers in food, beverage, energy, and mining, Liese and Don leverage their talent to create opportunities for all of their clients, no matter the industry.

<http://www.9elmsdevelopment.com>

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