



**Axiom Development changes its name to TriFit Business Development.
*Focuses core business on teaching Non-Sales Professionals business development and leadership skills.***

Philadelphia, PA, June 1, 2014 – Among the nation’s leading sales coaching and business development companies for the Fortune 1000, Axiom Development recently renamed its corporate brand to TriFit Business Development (TriFit BD).

“The new name better aligns with our core philosophy and emphasizes our primary areas of focus,” said Mike Shannon, Founder and CEO of TriFit BD. “Being ‘fit’ in recruiting, leadership and sales team development are critical to the growth of every business organization.”

The company primarily works with underwriters in the insurance industry, teaching mostly non-sales professionals the science of business development. From mental conditioning, development of tactical and technical sales skills, and utilizing proven systems and processes to build and track new business development opportunities, TriFit BD focuses on total organizational sales performance, increasing clients’ business valuation and revenue. For the past six years, the average TriFit BD client has exceeded annual new business growth by more than 25%.

“The TriFit BD sales process is a huge differentiator,” said Ron Bradshaw, President of HealthFirst Benefits. “The process allows us to stand out. It gives us a platform to build credibility, get out of the world of the “vendor,” and increase the chances of us becoming a ‘trusted advisor’.”

TriFit BD works with non-sales and sales professionals from all markets with a specialized focus on insurance underwriters. However, any professional that desires to make a contribution in new business development and positively influence revenues is a potential client.

About TriFit Business Development

Founded in 2009, TriFit Business Development provides inspired coaching and training that develops sales and sales leadership skills, as well as assists participants to lead richer and more meaningful careers. Working primarily with Fortune 1000 companies with a specialty focus on insurance underwriters, TriFit Business Development has served more than 100 clients and 1000 sales and non-sales professionals to enhance prospecting and overall sales performance with top line results. For more information on TriFit Business Development, please visit their website at www.TriFitBD.com.