

CSO Insights Announces Its Acquisition by MHI Global, a TwentyEighty Company

Acquisition plays a key role in MHI Research Institute expanding position as research and data global leader.

BOULDER, CO, USA, May 12, 2015 /EINPresswire.com/ -- CSO Insights, recognized as the leading sales effectiveness research and [benchmarking firm](#), announces that it has been acquired by MHI Global, a leading worldwide company devoted to empowering growth through customer management excellence. The acquisition, which took place May 5th, integrates CSO Insights within the [MHI Research Institute](#), a division of MHI Global, resulting in an unparalleled depth of sales performance research, data, and expertise.



Jim Dickie, managing partner and co-founder of CSO Insights, says the acquisition is a win for both companies, as well as for clients. "For over two decades, we've amassed industry surveys, reports, assessments, studies, and [benchmark analyses](#) covering various industries and helped our sales leader clients by sharing research they could respect and trust globally. This move expands our research capabilities and broadens our reach."

Barry Trailer, managing partner and co-founder of CSO Insights, says the acquisition is the best thing that could have happened to CSO Insights, as it gives them a truly global reach to connect with a community of over 250,000 professionals to understand the challenges facing sales organizations, why those problems exist, and then share what companies are doing to optimize their performance moving forward. "We are excited to be joining forces with the leading sales performance company in the world," says Trailer.

Byron Matthews, president and general manager of MHI Global, emphasizes that this acquisition will provide sales leaders highly credible resources to grow profitable revenue by offering a portfolio of research-based assets including benchmark studies, global sales performance research, and advisory services. "The powerful combination of data and expertise from CSO Insights and the MHI Research Institute allows us to offer best-in-class sales performance data and research. In doing so, we are helping our clients to connect the dots by solving for complex B2B sales strategic issues."

"The MHI Research Institute was founded to provide clients with access to a highly credible, trusted research resource where sales leaders could go to understand the strategic issues that are affecting the performance and productivity of the B2B sales force," says Joe Galvin, Chief Research Officer of the MHI Research Institute. "This acquisition augments the already impressive library of B2B data and research we offer by adding the long-held wisdom of CSO Insights to our own wealth of information at the MHI Research Institute."

"We have, undisputedly, become the premier resource to turn to when it comes to the application of knowledge and experience," continues Galvin. "There is no competitor in this space that can match the behavioral research of MHI Research Institute combined with the performance and results-based research of CSO Insights."

Editor's note: Interviews with Joe Galvin, chief research officer with the MHI Research Institute, available upon request.

About CSO Insights

For more than 15 years, CSO Insights has surveyed thousands of chief sales officers to learn the challenges they see as most critical to their business. In doing so, the organization benchmarks the challenges faced by today's sales and marketing organizations. In addition, the firm tracks trends in the use of people, processes, technology, and knowledge, and uses that data to improve sales effectiveness. Company leaders have authored numerous articles and they travel the country speaking at major sales and marketing conferences to share research on sales effectiveness.

About MHI Research Institute

The MHI Research Institute, a division of MHI Global, is known for producing the Sales Best Practices Study. The study, now in its 12th year, captures and measures the behaviors, attributes and achievements that drive world-class sales performance in the business-to-business selling landscape.

About MHI Global

MHI Global works with organizations across all verticals around the world to build and sustain customer-focused, high-performance enterprises that drive profitable, predictable top-line growth. We work with our clients by sharing our vision and expertise on how to more effectively engage with customers. Dedicated to customer management excellence, our unrivaled capabilities come from the combined expertise of powerhouse brands that make up MHI Global: AchieveGlobal, Channel Enablers, Huthwaite, Impact Learning Systems and Miller Heiman. To learn more, visit our website, follow us on Facebook, Twitter, YouTube or Google+.

About TwentyEighty and Providence Equity Partners

TwentyEighty is a Global Provider of Workforce Performance Solutions designed to help companies in the areas of Leadership Performance, Sales Performance, Credit Performance and Strategic Execution.

Providence Equity, owner of TwentyEighty, is the world's leading private equity firm focused on media, communications, education and information investments. The firm manages funds with \$40 billion in commitments and has invested in more than 140 companies globally since its inception in 1989.

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