

Business Development Expert Alison Mullins Celebrates 2 Years of Transforming Sales Strategies Through Rep Methods LLC®

Business Development Expert & Best-selling Author, Alison Mullins is celebrating the 2nd Anniversary of her sales training company Rep Methods, LLC®.

RICHMOND, VA, UNITED STATES, April 14, 2025 /EINPresswire.com/ -- Business development expert, sales strategist, and best-selling author Alison Mullins is celebrating the two-year anniversary of her consulting firm, Rep Methods LLC®. Since launching in April 2023, Rep Methods has become a go-to sales and marketing resource for professionals in the home furnishings, surface, flooring, and retail industries.

"In my second full year, 2025 is showing strong signs of recouping my initial investments. I have high expectations for Q3, and I'm relieved to have taken this journey thoughtfully and slowly. I'm even more excited about what the next few years will bring," Mullins shared.

Rep Methods® delivers hands-on sales and marketing solutions, rooted in more than 25 years of industry experience. From one-on-one coaching to bootcamp-style training for small teams, Mullins has created a suite of programs that are practical, customizable, and built for real-world application.

"Rep Methods Bootcamp has become a critical tool for small businesses that need an ad hoc sales manager without hiring full-time," said Mullins. "We empower companies to sell smarter, using out-of-the-box thinking that repositions how they approach selling."

Texas-based client Jennifer Jones of Farmhouse Stone noted, "Alison became like an extension of



me. She accomplished more in one year for my Austin studio than I could as a small business owner juggling two locations. Her efforts helped us yield 80% of our 2024 revenue in just Q3."

Alison Mullins began her sales journey at just sixteen, growing up in the heart of Appalachia in Southwest Virginia. From retail and telemarketing to outside sales and business development, her career spans decades of hands-on experience. "I remember my first big sale in college retail. That moment taught me sales wasn't about luck—it was about listening, solving problems, and building trust."

Rep Methods LLC® was born out of that philosophy. Mullins is the first to admit she's not the status quo. "I'm a bit of a disrupter," she said. "I don't just teach sales—I challenge the way the industry thinks." Her coaching focuses on confidence, consistency, and client-centric thinking. "Success for me isn't about making millions—it's about freedom, making an impact, helping others, and validating my methodology."

“

I am thrilled to celebrate the 2nd Anniversary of Rep Methods and to honor the accomplishments I have made working with trusted partners, individual clients, sales professionals and national brands."

Alison Mullins, CEO of Rep Methods, LLC

"Confidence is the key to success," Mullins explained. "Through coaching, mentorship, and storytelling, I help individuals and brands embrace a proactive mindset and connect with their clients on a deeper level."

Erika Baez-Grimes, CM&AP with Transworld Business Advisors, shared: "Alison is a rockstar in the RVA community. It was a pleasure to collaborate with her during the Metropolitan Business League's Women Who Mean Business Summit. She's a connector, a dynamo, and a problem-solver." Bernice Sims, a seasoned real estate

professional and business mentor, echoed this sentiment: "Alison is not just an author and entrepreneur—she's an excellent networker and connector. She genuinely listens, cares, and then finds customized solutions. I'm so glad we met. What makes her successful is helping others succeed."



Alison strongly believes that 'Confidence is the Key to Success'. Shown here is Alison with Bernice Sims and Erika Grimes from the local Metropolitan Business League event.

In addition to her work with Rep Methods, Mullins is a two-time best-selling author. Her books, *The Art of Selling: We Make Order Makers, Not Order Takers* and *Beyond Order Makers*, explore her proprietary Manifestation Selling method. Her dedication to modernizing sales strategy has made her a respected speaker, panelist, and thought leader. Mullins is also scheduled to be featured in the Business of Home 2025 Education Series, where she will lead a two-part workshop designed to help interior design professionals refine their sales and marketing approach. Learn more at Business of Home Workshops.

She is also the founder of Alpha Colores Creative Marketing (ACCM), a firm that supports brand and business development initiatives for global clients. Through this venture, Mullins serves as the exclusive USA business development consultant for Grassi Pietre SRL, a heritage Italian limestone quarry based in Vicenza, Italy. Her work involves connecting the brand with U.S. architects, designers, and developers seeking bespoke stone solutions. Grassi Pietre CEO Mariavittoria shared, "Alison's ability to connect us with key influencers reshaped our outreach efforts. Her guidance was instrumental in helping us enter a new market."



Best-selling Author and Business Expert Alison Mullins has dedicated her career to working in sales and marketing, and to the unrelenting and undeniable passion for propelling her clients forward.

Rep Methods offers services including Customized Sales Expertise & Consulting, Business & Brand Development, Sales Coaching & Marketing Training, One-on-One & Group Coaching, and Speaking Engagements & Workshops. "Sales success is about freedom, impact, and helping others grow," Mullins said. "Whether I'm consulting, teaching, or writing, my goal is to equip others with the confidence and tools to thrive."

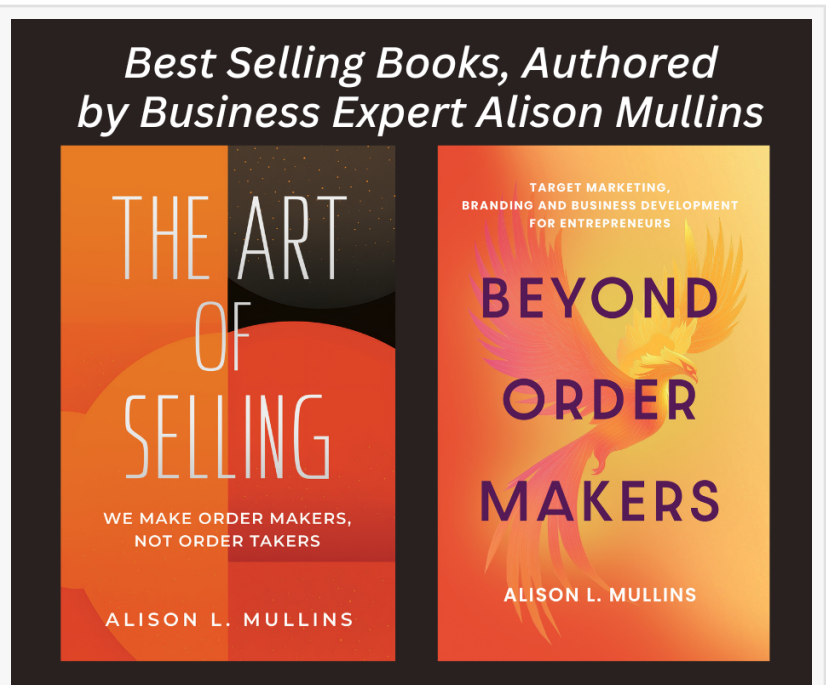
About Rep Methods LLC®

Founded in April 2023, Rep Methods is a Richmond, VA-based consulting firm specializing in sales strategy, business development, and marketing training for the home furnishings and building materials industries. Led by Alison Mullins, Rep Methods empowers professionals and small businesses with actionable, confidence-based tools for lasting success.

To learn more about Rep Methods® services or schedule an interview with Alison Mullins, visit www.repmethods.com or contact info@repmethods.com.

Media Contact: Alison Mullins
www.linkedin.com/in/alisonmullins |
www.repmethods.com |
www.alphacolors.com
###

Serena A Martin
24/7 Creative Agency
serenamartin247@gmail.com
Visit us on social media:
[LinkedIn](#)
[Instagram](#)
[Facebook](#)



Alison shares that one of her biggest accomplishments is becoming an author. Which has earned a seat at the table by authoring two books, creating additional opportunities for educational content and by public speaking across the country.



Alison's visionary approach to sales and marketing guides us into brand strategy, business development, and targeted marketing solutions like few other entrepreneurs can do.

This press release can be viewed online at: <https://www.einpresswire.com/article/797338121>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.