



For Immediate Release

## **No More Cold Calling Invited to Join Information Technology Alliance**

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Being recognized for its commitment to providing superior technology solutions to small and medium-size businesses, No More Cold Calling has joined Information Technology Alliance (ITA), a highly regarded group of top VARs, CPA Firms and technology product/service providers. This invitation has been extended due to the high level of support and service No More Cold Calling has provided businesses in their market and for their commitment to being a leader in the industry.

“The focus of ITA is to provide an independent forum for leading businesses to share information, assess the nature and direction of the profession and to accomplish their own business goals,” said Ron Eagle, president of ITA. “By participating in ITA, No More Cold Calling has shown that they are committed to the long-term success of their organization and their clients.”

“Being an ITA member is a great way to meet and network with other leading industry firms,” said Joanne Black, Founder, No More Cold Calling. “We are always looking to better our firm’s infrastructure and operations. Having a forum to do so allows both No More Cold Calling and our clients to be more successful.”

### **About ITA**

The ITA is an independent, not for profit, professional association of leading firms and companies whose purpose is to share information and build relationships that improve the way its member firms, and their clients, do business. The membership roster consists of some of the most highly regarded mid-market technology professionals, consultants, and product/service providers in North America.

### **About No More Cold Calling**

Joanne Black is America’s leading authority on referral selling, a professional speaker, and the founder of No More Cold Calling®. She is the author of [\*No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust\*](#) from Warner Business Books. For more information, visit [www.NoMoreColdCalling.com](http://www.NoMoreColdCalling.com) | Phone: 415-461-8763 | [joanne@nomorecoldcalling.com](mailto:joanne@nomorecoldcalling.com).