

Telecom Sales Digest

Published by
Actionable Intelligence, LLC
350 "E" Street, Suite 207
Eureka, California 95501

Embargo until official release date August 31, 2015

Telecom Sales Agents Get New Website New website debuts September 1, 2015

Eureka, CA, August 31, 2015 – William Van Hefner, former publisher of telecom industry journal *TheDigest.Com*, columnist for *America's Network Magazine* and freelance journalist for such publications as *CommsDay Magazine*, has announced the launch of America's new premier source for news and information on the telecommunications sales industry TelecomSalesDigest.Com. The official launch date with Hefner at the helm as editor is scheduled for September 1, 2015.

The website aims to provide all telecommunications salespeople and marketers with the latest news and exclusive updates on all segments of the industry as well as editorials, interviews and biographies of today's leaders in the field of telecommunications sales and marketing.

In addition to providing late-breaking news, the publication also includes a *Telecom Channel Directory* and industry *job listings* to help salespeople keep informed of the latest industry opportunities.

Registration on the website (free) unlocks additional benefits to readers, such as free inclusion in the *Telecom Channel Directory*, free classified job advertisements, inclusion of their industry events in the *Telecom Sales Digest Events Calendar* and a slew of new features scheduled to be added in the coming months.

Aimed at reaching readers in a number of media channels and platforms, Telecom Sales Digest is optimized for not only traditional web browsers, but fully supports most smartphones, tablets and other portable devices. Updates will also be available to readers by way of such popular media platforms as Twitter, Facebook, LinkedIn and as

a stand-alone RSS feed. A video podcast is scheduled to begin production for distribution via YouTube in the fourth quarter of 2015.

Known for his no-holes-barred brand of journalism, the website's Editor and award-winning journalist has contributed to stories appearing in various media outlets, such as The New York Times, The Los Angeles Times, Money Magazine, NBC News, CBS MarketWatch as well as a number of telecom industry specialty publications. In 1999 Hefner was awarded the Telecom Agent Association's (now known as The Telecom Association) prestigious Hall of Fame Award for Journalism.

