

**Acumen Management Group President Cited by Two Leading Sales Industry's Online Organizations for Social Media Savvy and Blog Excellence**

**InsideView's IV50 and BuyerZone's All About Leads 20 Top Blogs Laud Ken Thoreson's Online Acuity**

KNOXVILLE, Tenn., June XX, 2010—[Ken Thoreson](#), [Acumen Management Group](#) president, has been cited by two of the sales industry's leading online sales organizations for his social media savvy and blog excellence—[InsideView's IV50](#) list and BuyerZone's All About Leads 20 Top Blogs. He joins InsideView's select group of sales professionals who are playing a significant role in providing insight to their peers about the use of social media. In making the announcement on its [blog](#), InsideView described Thoreson as “bringing a wealth of “old school” expertise to our list of savvy sales professionals, sharing his expertise on Twitter and in a variety of publications.” BuyerZone's *All About Leads* blog covers online lead generation, nurturing, sales, and more. [The article](#) describes the blogs it recognizes as “informative, detailed, and engaging sales blogs written by professionals in the industry.”

Thoreson writes [Your Sales Management Guru](#) blog and contributes regularly on LinkedIn and other online publications. His collective social media involvement and leadership is helping usher in a new era of sales that meshes with the customer 2.0 experience. “Sales 2.0” entails leveraging the same social media used by customers—Twitter, LinkedIn, Facebook, blogs and others.

Thoreson said, “Social media acuity is quickly becoming a factor in sales success—for bolstering brand awareness and credibility in addition to intelligence about customers and prospects. I strongly urge clients to ensure that their sales organizations take advantage of this increasingly pervasive force, and our [workshops](#) help them do that.”

**About Acumen Management Group**

Acumen Management Group, Ltd. is a management-consulting firm focused on building successful companies through tactical execution and accelerating revenue through strategic sales management. Through offices in Toronto and Knoxville, Tenn., Acumen's team of seasoned professionals share their expertise in recruiting, compensation, motivation, sales leadership, and channel development and management to build organizations that generate predictable revenue and profitable growth. The firm also offers speaking services, a sales management mentoring network, and sales certification programs.

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