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FirstWave Founder & CEO to Guest Star on Georgia's Business TV

Richard Brock Shares Secrets of His Success in Today's Internet Economy

ATLANTA, GA – July 25, 2008 – Entrepreneur and successful businessman, Richard Brock, will appear on Georgia's Business TV to reveal his success formula for growing and managing business: Trust and Adaptability. The featured episode #403 airs Sunday, July 27 at 1:30 pm, and Monday, July 28 at 7:00 pm. To view on-line after the episodes air visit, <http://www.gpb.org/georgiasbusiness/2008/07/27>.

Brock's segment is packed with real-world advice from a man who has started several businesses, lived through the highs and lows and mentored many others along the way. "The most important lesson I ever learned was from my high school Latin teacher, who told me, "Quitters never win and winners never quit."

Brock pioneered the CRM space back in the 1980s when he founded FirstWave, formerly Brock Control Systems. The company has evolved over time, adapting to meet the changing demands of an Internet-driven marketplace. Today, FirstWave provides on-demand marketing automation solutions that generate, score and nurture leads for B2B marketers (www.firstwave.net).

During his interview, Brock talks to Host, Richard Warner, about how the Internet has leveled the playing field and warns of the misconception that bigger is better. "You cannot compete head-to-head with a gorilla, unless you're a similar gorilla and then all you do is beat each other up," Brock stated.

"The key to success is the ability to deliver on perceived value," Brock says. "People buy from people they trust. They will pay a premium if they trust that you can solve their unique business problem, but you must earn that trust by engaging your clients. You must build an authentic relationship based on *their* needs, and not what you are trying to sell."

In usual Richard Brock fashion, he compares success in business to playing good golf. "You can't stare at the ball and expect to win. You've got to look where you're going and hit it down the fairway with conviction. The same is true in business; you cannot focus on price and expect to win. Show how your products and services solve your customer's business problem and everyone wins."

About Georgia's Business

Georgia's Business is a natural outgrowth of GPB's long-running Georgia Business Report...the weekly series that covered business and financial news. *Georgia's Business* is different. It's an in-depth study of



leading CEO's and business leaders...and a view into what makes them and their companies or organizations successful. Each show brings viewers valuable information from people who know about issues facing businesses and industries across the state and region. Learn how top business leaders cope with the ever-changing business environment and how their decisions and policies affect the Georgia marketplace. Airtimes Sunday, 1:30 pm and Monday 7:00 pm. Visit www.gpb.org/georgiasbusiness.

About FirstWave

FirstWave is a proven provider of on-demand marketing automation solutions that generate, score and nurture leads for B2B marketers. FirstWave offers powerful demand generation solutions that enable marketing and sales to automatically qualify and prioritize leads; track, score and nurture leads based on behavior; and measure the overall success of marketing campaigns (online and offline) in one view. FirstWave enables organizations to increase marketing ROI while maximizing resources. For more information on FirstWave, visit www.firstwave.net or call 1-800-540-6061.

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