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Microchip Makes the Selling Power “50 Best Companies to Sell For” List

Microchip Is Featured on the Selling Power 2013 List of 50 Best Companies to Sell For

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that it has ranked on the [“Selling Power 50 Best Companies to Sell For”](#) list. Each year, the corporate research team at *Selling Power* magazine assembles and publishes the list of the “50 Best Companies to Sell For.” Microchip ranked 19th and is the only semiconductor company on the list.

“It is an honor to be recognized as one of *Selling Power’s* 50 Best Companies to Sell For,” said Mitch Little, Microchip’s vice president of Worldwide Sales and Applications. “We attribute this award to our exceptional worldwide sales and applications professionals’ acumen and unique company culture. The inclusion on this list provides companies a competitive advantage when hiring top sales and apps professionals.”

Microchip earned the award based on being evaluated in the areas of company revenue and growth, sales compensation packages, sales culture, onboarding and sales enablement strategies. Additionally, training and coaching processes as well as annual turnover percentage.

A new area of analysis this year was company recognition and reputation. The *Selling Power* research team assessed awards received that would enhance a sales force’s ability to sell and affirm the company’s commitment to community outreach and involvement.

Resources:

50 Best Companies to Sell For logo available through editorial contact or Flickr (feel free to publish): <http://www.microchip.com/get/81UG>

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About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications

worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at <http://www.microchip.com/get/TVDC>.

About Selling Power

In addition to *Selling Power* magazine, the leading periodical for sales managers and sales VPs since 1981, Selling Power Inc. produces the Sales Management Digest and Daily Boost of Positivity online newsletters, as well as a five minute-video series featuring interviews with top executives. Selling Power is a regular media sponsor of the Sales 2.0 Conference.

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