

**Tony Alessandra**

Tony Alessandra, PhD helps companies outmarket, outsell and outservice the competition. He is a keynote speaker and former graduate professor of marketing, earning his PhD in Marketing in 1976. He is president of AssessmentBusinessCenter.com, Chairman of BrainX.com and author of 14 books in 17 languages. Recognized by *Meetings & Conventions Magazine* as “one of America’s most electrifying speakers,” Tony Alessandra was inducted into the Speaker Hall of Fame in 1985. Call 702-567-9965 or visit [www.alessandra.com/products/index.asp](http://www.alessandra.com/products/index.asp).

**Bob Bly**

Bob Bly is a freelance copywriter and the author of more than 60 books including *Secrets of Successful Telephone Selling*, *Selling Your Services*, *Magnetic Selling*, and *The Copywriter's Handbook*. He can be reached by email at [rbly@bly.com](mailto:rbly@bly.com) or on the Web at [www.bly.com](http://www.bly.com).

**John Boe**

John Boe presents a wide variety of motivational and sales-oriented keynotes, breakout sessions and seminar programs for sales meetings and conventions. An entertaining speaker who can keep an audience riveted and motivated, John is a nationally recognized author, sales trainer and business motivational speaker with an impeccable track record in the meeting industry. For more information, visit [www.johnboe.com](http://www.johnboe.com).

**Dianna Booher**

Author of 42 books (Simon & Schuster, Warner, and McGraw-Hill), Dianna Booher, CSP, CPAE, delivers keynotes and training on communication (sales presentations, proposal development, sales writing, technical writing, interpersonal skills, listening skills, customer service, and effective meetings) and life-balance issues. Her latest books: *Speak with Confidence*, *E-Writing*, *Communicate with Confidence*, *From Contact to Contract*, *Great Personal Letters for Busy People*, *Your Signature Work*. For more information, visit [www.booher.com](http://www.booher.com) or contact Booher Consultants at 800-342-6621.

**Ed Brodow**

Ed Brodow ([www.brodow.com](http://www.brodow.com)) has been called the “King of Negotiators.” Bestselling author of *Negotiation Boot Camp* and *Beating the Success Trap*, he has appeared as negotiation guru on PBS, Fox News, and Inside Edition. His ideas have been showcased in the *Washington Post*, *Wall Street Journal*, *Entrepreneur*, *Smart Money*, and *Selling Power*. As a speaker, his impressive client list includes Microsoft, Goldman Sachs, The Hartford, Philip Morris, Starbucks, Hyatt Hotels, Revlon, Learjet, and the Pentagon.

**Bill Brooks**

Bill Brooks, CSP, CPAE, CMC, CPCM former CEO of a \$300,000,000 corporation and two-time sales award winner from an international force of 8,000, has real-world expertise. He has spoken or consulted in over 300 industries; been engaged by over 150 clients an astonishing six times each; and authored 17 books, including bestsellers: *High Impact Selling*, *The New Science of Selling and Persuasion*, and *How to Sell at Margins Higher Than Your Competitors*. [www.brooksgroup.com](http://www.brooksgroup.com). Email: [sales@thebrooksgroup.com](mailto:sales@thebrooksgroup.com).

**Jon Brooks**

Brooks Dreyfus Consulting is a specialized sales consulting firm working with companies to improve the results of their telesales efforts. Whether creating an in-house telesales team or improving an existing unit, Brooks Dreyfus Consulting can help. Their results oriented approach assists clients across a broad range of telesales needs. From strategic vision to tactical execution, they focus on applying proven techniques to achieve their clients' goals. Email [jbrooks@brooksdreyfus.com](mailto:jbrooks@brooksdreyfus.com) or visit: [www.brooksdreyfus.com](http://www.brooksdreyfus.com).

**Shamus Brown**

Shamus Brown is a Professional Sales Coach and former high-tech sales pro who began his career selling for IBM. Shamus has written more than 100 articles on selling and is the creator of the popular *Persuasive Selling Skills* audio program. Get free audio sales training MP3s from Shamus Brown and read more of Shamus's sales tips at [www.IndustrialEGO.com](http://www.IndustrialEGO.com).

**Bill Caskey**

With over 19 years as a leader and coach for hundreds of business-to-business sales teams, Bill Caskey is a sales development leader and experimenter. His ideas about selling are convictions about life, money, and meaning. Author of *Same Game, New Rules*, he has presented over 3,000 workshops in 100 business-to-business industries and invested over 14,000 hours training these companies. Learn Bill's new rules of high-income sellers at [www.theelitesellerblog.com](http://www.theelitesellerblog.com) or email [bcaskey@caskey-training.com](mailto:bcaskey@caskey-training.com).

**Tim Connor**

Tim is CEO of [SalesClubsofAmerica.com](http://SalesClubsofAmerica.com), Connor Resource Group and Peak Performance Institute. A world renowned speaker, trainer and best-selling author, Tim has presented over 4,000 presentations in 21 countries. A results oriented business coach and consultant, he helps clients improve their individual and organization performance. He has authored over 60 books including international bestsellers *Soft Sell*, *Your First Year in Sales* and *91 Mistakes Smart Salespeople Make*. Visit [www.SalesClubsofAmerica.com](http://www.SalesClubsofAmerica.com), [www.timconnor.com](http://www.timconnor.com), email: [tim@timconnor.com](mailto:tim@timconnor.com) or call 704-895-1230.

**Kevin Davis**

Kevin Davis is the president of TopLine Leadership Inc., a company that provides in-depth training workshops including the *Getting Into Your Customer's Head* consultative sales seminar and *Sales Management Leadership in the 21st Century*. Kevin has over 25 years of sales, sales management and training experience. He has negotiated million dollar sales and, he says, been swiftly escorted out of many office buildings for making cold calls. Phone: 888-545-7355; Web: [www.toplineleadership.com](http://www.toplineleadership.com).

**Roger Dawson**

Roger Dawson is one of the top experts in the art of negotiating. *Success Magazine* calls him "America's premier business negotiator." Four of his nine books have been main selections of major book clubs. A full-time

speaker since 1982 he has trained managers and salespeople at top companies throughout the U.S., Canada and Australia. He holds the National Speakers Association “Certified Speaking Professional” designation. He was inducted into the Speaker Hall of Fame in 1991.

### **Jim Domanski**

President of Teleconcepts Consulting, Jim Domanski works with businesses and individuals who are frustrated with the results they are getting when using the telephone to generate leads and sell products. For more information, visit [www.teleconceptsconsulting.com](http://www.teleconceptsconsulting.com) or call 613-591-1998 or email [jdomanski@igs.net](mailto:jdomanski@igs.net).

### **Colleen Francis**

*Sales and Marketing Magazine* has ranked Colleen Francis, president of Engage Selling Solutions, one of the “5 most effective sales trainers in the market today.” Ask Colleen’s clients why they call on her services—again and again—and you’ll hear a common refrain: she gets results! Her refreshing candor, genuine, sincere message, and personal experiences she relates as a top-ranked sales executive motivate sales professionals to get to the top ... and stay there. [colleen@engageselling.com](mailto:colleen@engageselling.com), [www.engageselling.com](http://www.engageselling.com), 877-364-2438.

### **Tom Freese**

With over 17 years’ experience in the sales and sales management trenches, Tom Freese packaged his unique approach into a proven sales methodology called Question Based Selling. As founder and president of QBS Research, Inc., Tom has published three books on selling, and is recognized as one of the foremost authorities on sales effectiveness, buyer motivation, and business development strategies. QBS Research can be reached at 770-840-7640 or by visiting [www.QBSresearch.com](http://www.QBSresearch.com).

**Patricia Fripp**

Patricia Fripp is a sales presentation skills trainer, executive speech coach, and award-winning professional speaker. *Meetings and Conventions* magazine calls Patricia “one of the country’s most electrifying speakers.” *Kiplinger’s Personal Finance* says, “Attending Patricia Fripp’s speaking school is the sixth best way to invest in your career.” Author of *Get What You Want!, Make It, So You Don't Have to Fake It!*, and Past-President of the National Speakers Association. Contact: PFripp@Fripp.com, 800-634-3035, [www.fripp.com](http://www.fripp.com).

**Ari Galper**

Ari Galper is the creator of Unlock The Game™, a new sales mindset that overturns traditional sales thinking. With a Masters Degree in Instructional Design and over a decade of experience creating breakthrough sales strategies for companies such as UPS and QUALCOMM, Ari is considered the world's leading authority on building trust in selling. You can take a free test drive of his program at [www.UnlockTheGame.com](http://www.UnlockTheGame.com).

**Joe Guertin**

One of America’s hottest sales trainers, Joe Guertin specializes in new business and selling value versus price. As a sought-after speaker and consultant, Joe has worked with thousands of salespeople, managers and business principals to measurably boost internal sales systems, customer development and team skill-building. His firm also features a state-of-the-art online training system. Visit The Guertin Group at [www.guertingroup.com](http://www.guertingroup.com) to receive his monthly e-zine newsletter. Joe can be reached at 414-762-2450, or [joe@guertingroup.com](mailto:joe@guertingroup.com).

**Joe Heller**

Joe Heller is one of the most influential sales consultants in the world, leveraging his sales expertise to secure geometric sales growth for his clients. Joe's unique selling model gives his worldwide clients an “unfair competitive advantage” in their relentless pursuit of geometrically

increasing revenues, market penetration, and profitability. Joe frequently speaks to CEO groups, leadership forums, marketing symposiums and leading industry associations throughout the U.S. and abroad. Contact Joe at 713-927-4494; [joe@joeheller.com](mailto:joe@joeheller.com); or [www.joeheller.com](http://www.joeheller.com).

### **Craig James**

Sales Solutions Founder and President Craig James has over 12 years' experience in sales and sales management, primarily in technology and software. He may be reached at 877-862-8631, by email at [craig@sales-solutions.biz](mailto:craig@sales-solutions.biz) or on the web at [www.sales-solutions.biz](http://www.sales-solutions.biz).

### **Brian Jeffrey**

Brian Jeffrey, CSP (Certified Sales Professional) and president of Salesforce Assessments Ltd, is a sales management consultant, columnist, author, and former sales trainer with over 40 years' experience. His company provides hiring tools and other resources to help sales managers and others make even better hiring decisions. To learn how he can help you avoid hiring duds, visit [www.SalesforceAssessments.com](http://www.SalesforceAssessments.com).

### **Michael Dalton Johnson**

Michael is a successful entrepreneur with over 30 years of business leadership. Among his many business activities, he is publisher of [SalesDog.com](http://SalesDog.com), a website for sales professionals. Among his accomplishments, he has taken a small publishing company from three employees and two products to a multinational corporation with hundreds of employees and over 100 products. He has founded several successful businesses and published hundreds of magazine and newspaper articles. You may email him at [Michael@SalesDog.com](mailto:Michael@SalesDog.com).

### **Dave Kahle**

Dave Kahle is a consultant and trainer who helps his clients increase sales and improve productivity. Dave has trained thousands of salespeople to be more successful in the Information Age economy. He is the author of over 500 articles,

a monthly e-zine, and six books. *Ten Secrets of Time Management for Salespeople* was recently released by Career Press. Join Dave's *Thinking About Sales Ezine* online at [www.davekahle.com/maillinglist.htm](http://www.davekahle.com/maillinglist.htm). Email: [cheryl@davekahle.com](mailto:cheryl@davekahle.com). Visit: [www.davekahle.com](http://www.davekahle.com). Phone: 800-331-1287.

### **Ron Karr**

Ron Karr is a professional speaker, consultant, trainer and author who specializes in helping organizations build and maintain high performing sales cultures. He is the author of *The Titan Principle®: The #1 Key to Sales Success* and co-author of *The Complete Idiot's Guide to Great Customer Service*. Visit him at [www.ronkarr.com](http://www.ronkarr.com) and sign up for his free *Titan Sales E-Report*.

### **Jill Konrath**

Jill Konrath, author of *Selling to Big Companies*, is a recognized expert on selling to large corporations. She helps her clients crack into corporate accounts, speed up sales cycles, and create demand in the highly competitive business-to-business market. Her website, [SellingToBigCompanies.com](http://SellingToBigCompanies.com), is full of resources to help salespeople win more sales. Get a *Sales Call Planning Guide* (\$19.95 value) when you sign up for her free e-newsletter. Contact info: 651-429-1922 or [jill@sellingtobigcompanies.com](mailto:jill@sellingtobigcompanies.com).

### **Dan Kosch**

Dan Kosch is co-president, with Mark Shonka, of IMPAX, a sales training and consulting firm that has helped thousands of sales professionals improve sales, account management, channel management and leadership efforts. Clients include IBM, DuPont, Eli Lilly, D&B and AT&T. Their expertise is compiled in bestseller *Beyond Selling Value*. They have over 45 years' experience in sales leadership, sales consulting and training, and are sought-after authorities on sales performance improvement. Visit [www.impaxcorp.com](http://www.impaxcorp.com) or call 800-457-4727.

### **Tina LoSasso**

Tina has over 20 years' experience in publishing, marketing and business development. As managing editor for [SalesDog.com](http://SalesDog.com), she is responsible for

their weekly e-newsletter to sales professionals, website content and affiliate relations. Tina is an expert at finding the top sales specialists, selecting the best of their advice and serving it up each week. For a free subscription to SalesDog.com's weekly e-newsletter, visit [www.SalesDog.com](http://www.SalesDog.com) or email Tina at [editor@salesdog.com](mailto:editor@salesdog.com).

### **James Maduk**

James is a Black Belt Martial Artist and Black Belt Web Marketer. He is the creator of the "Hub and Spoke Marketing" System and author of the international bestselling e-book *52 Secrets My Mom Never Told Me About Internet Marketing*. James' Online Selling University [www.onlinesellinguniversity.com](http://www.onlinesellinguniversity.com) provides online sales professionals with all the tools, techniques, tips and training they need to sell online.

### **Jim Meisenheimer**

Jim Meisenheimer publishes the *Knockout Selling Tips Newsletter*, a fresh and high content newsletter dedicated to helping sales professionals increase their sales and personal income. To subscribe to Jim's free *Knockout Selling Tips Newsletter* and receive a copy of his special report, *The 12 Dumbest Things Salespeople Do*, visit [www.meisenheimer.com](http://www.meisenheimer.com). Jim can be reached at 800-266-1268 or via email at [jim@meisenheimer.com](mailto:jim@meisenheimer.com).

### **Michelle Nichols**

Michelle Nichols is a professional sales speaker, trainer, and consultant based in Reno, NV. She is the *Savvy Selling* columnist for *BusinessWeek Online*, with readers in every industry. If you need to grow your sales and profits, contact her toll-free at 877-352-9684 or 775-303-8201 direct. Visit her website at [www.savvyselling.com](http://www.savvyselling.com) for more sales resources and tools, like *Savvy Selling 101* CD and *Overcoming the Price Objection* CD or email her at [michelle.nichols@savvyselling.com](mailto:michelle.nichols@savvyselling.com).



**Rick Phillips**

Rick Phillips is a sales and sales management trainer and consultant based in New Orleans. He is the founder of Phillips Sales and Staff Development (PSSD), a nationally recognized training firm he founded in 1984. Should you have any questions about his training programs, please contact him at 504-905-3465 or via email at [pssd@earthlink.net](mailto:pssd@earthlink.net). Visit his website at [www.rickphillips.com](http://www.rickphillips.com).

**Tom Reilly**

Tom Reilly is president of Tom Reilly Training, a St. Louis-based company specializing in training salespeople and sales managers. Celebrating 25 years as a professional speaker, he delivers about 100 presentations annually and has authored 12 books, over 40 audiocassettes and CDs, and a video series. His sales articles have appeared in business publications nationwide. His motto is simple: "Add value . . . not cost! Sell value . . . not price!" Visit [www.TomReillyTraining.com](http://www.TomReillyTraining.com).

**Tom Richard**

Tom Richard, a Toledo-based sales trainer, gives seminars, runs sales meetings, and provides coaching for salespeople nationwide. Tom is also the author of *Smart Salespeople Don't Advertise: 10 Ways to Outsmart Your Competition With Guerilla Marketing*, and publishes a free weekly e-zine on selling skills titled *Sales Muscle*. For more information, visit [www.TomRichard.com](http://www.TomRichard.com), or email [info@tomrichard.com](mailto:info@tomrichard.com).

**Linda Richardson**

Linda Richardson is president and founder of Richardson ([www.richardson.com](http://www.richardson.com)), a leading sales training and consulting firm. A recognized leader in the sales training industry, she is credited with the movement to consultative selling. She has written nine books on selling including *The Sales Success Handbook*. She has been published in industry and training journals and featured in numerous publications including *Forbes*, *Nation's Business*, *Selling*, *Selling Power*, *Success*, *The Conference Board Magazine*, and *The Philadelphia Inquirer*.

**Keith Rosen**

An engaging speaker, Master Coach and bestselling author, Keith Rosen is one of the foremost, respected authorities on coaching top executives and sales professionals to achieve positive change. He is the author of *Time Management for Sales Professionals*, *The Complete Idiot's Guide to Cold Calling*, *The Complete Idiot's Guide to Closing the Sale* and *Coaching Salespeople into Sales Champions*. To contact Keith or receive his free resources, call 888-262-2450, email [info@ProfitBuilders.com](mailto:info@ProfitBuilders.com) or visit [www.ProfitBuilders.com](http://www.ProfitBuilders.com).

**Mike Schultz**

Mike Schultz is principal of the Wellesley Hills Group, a consulting and marketing firm that helps professional services companies to grow, and Publisher of [RainToday.com](http://RainToday.com), the premier content site for research and tools for growing a service business. Visit [www.WHillsGroup.com](http://www.WHillsGroup.com) for selling resources, including articles on selling services, How To Sell Professional Services 2-day Seminar, and *The Benchmark Report on Professional Services Marketing and Selling*. Contact Mike at [mshultz@whillsgroup.com](mailto:mshultz@whillsgroup.com).

**Mark Shonka**

Mark Shonka is co-president, with Dan Kosch, of IMPAX, a sales training and consulting firm that has helped thousands of sales professionals improve sales, account management, channel management and leadership efforts. Clients include IBM, DuPont, Eli Lilly, D&B and AT&T. Their expertise is compiled in bestseller *Beyond Selling Value*. They have over 45 years' experience in sales leadership, sales consulting and training, and are sought-after authorities on sales performance improvement. Visit [www.impaxcorp.com](http://www.impaxcorp.com) or call 800-457-4727.

**Anita Sirianni**

Anita Sirianni, The Professional Sales Coach is a recognized sales strategist and trainer. The Coach speaks from experience. For over two decades, Anita domi-

nated the sales charts achieving the top 5% for every company she represented. Today, she is one of the industry's most popular consultants and sales trainers, providing customized programs for leading corporations worldwide. Anita designs and delivers custom sales and sales management training programs. For more information call 800-471-2619 or visit [www.anitasirianni.com](http://www.anitasirianni.com).

### **Mark S.A. Smith**

After 22 years of working in high-tech sales and marketing channels, Mark S.A. Smith identified that success depended on building value, driving demand, forming a powerful network, and protecting profits. He founded Outsource Channel Executives Inc. to help sales channels sell more by focusing on the business issues, not just the technical product. A recognized business expert, Mark co-authored *Guerrilla Negotiating*, *Guerrilla TeleSelling*, and *Guerrilla Trade Show Selling*. Visit [www.OCEinc.com](http://www.OCEinc.com) or email Mark at [mark.smith@oceinc.com](mailto:mark.smith@oceinc.com).

### **Art Sobczak**

Art Sobczak helps sales pros use the phone to prospect, service and sell more effectively, while eliminating "rejection." He presents public seminars and customizes programs for companies. See free articles and back issues of his weekly emailed sales tips at [www.BusinessByPhone.com](http://www.BusinessByPhone.com). Also ask for a free copy of his monthly *Telephone Prospecting and Selling Report* newsletter, and the new *Telesales Success* tips and resources magazine by emailing [ArtS@BusinessByPhone.com](mailto:ArtS@BusinessByPhone.com), or calling 402-895-9399.

### **Dave Stein**

Beginning in 1993, after a career in sales and sales management, Dave focused his unique skills in competitive sales strategies training and coaching. In 2004 he authored the business bestseller *How Winners Sell*. Dave is a regular contributor to leading journals, and the featured monthly columnist for *Sales & Marketing Management* magazine. Dave is CEO of ES Research Group, which advises companies on how to get the highest return on sales effectiveness training. Website: [www.esresearch.com](http://www.esresearch.com).

**Bill Stinnett**

Bill Stinnett is the president of Sales Excellence, Inc. and is a highly sought after speaker appearing at sales meetings, conferences, conventions and annual sales kickoffs worldwide. He is the bestselling author of *Think Like Your Customer* (McGraw-Hill 2005), and his new *Selling Results!* (McGraw-Hill 2007). His clients include GE, IBM, Microsoft, Verizon, and American Express. Bill can be reached at 800-524-1994 or by visiting [www.salesexcellence.com](http://www.salesexcellence.com).

**Joel Sussman**

Joel Sussman is a business writer and Internet marketer with over 23 years' experience in journalism, public relations, and marketing communications. In 2000, he created an online resource for small business owners called Marketing Survival Kit.com. It features a diverse array of small business marketing articles, downloadable books, templates, software, home study courses, and free newsletters. For more information or to inquire about freelance writing services, visit [www.MarketingSurvivalKit.com](http://www.MarketingSurvivalKit.com) or email [jsussmal@nycap.rr.com](mailto:jsussmal@nycap.rr.com).

**Julie Thomas**

Julie Thomas is president and CEO of ValueVision Associates, a worldwide leader in competency and process-based sales training offering proven strategies for seasoned sales executives and those just starting out through its proprietary ValueSelling Framework™ and Victory!® online training. Julie has been in sales and sales management for over 19 years. A noted public speaker, author and consultant, Julie published her latest book, *ValueSelling*, in 2006. She can be reached at 800-559-6419 or [julie.thomas@valueselling.com](mailto:julie.thomas@valueselling.com).

**Will Turner**

After a twenty year career in sales and sales management, Will founded Dancing Elephants Achievement Group, an international sales training and consulting company. Will and his partner, Laura Posey, created the Sales Magnetism program and co-authored *Six Secrets of Sales Magnets* which

highlights how to be among the top five percent of all salespeople without reverting to typical sales practices. Visit [www.DancingElephants.net](http://www.DancingElephants.net) to subscribe to his free monthly e-zine, Impact! or email [will@dancingelephants.net](mailto:will@dancingelephants.net).

### **Al Uszynski**

Al Uszynski is a results-focused sales trainer and professional speaker. His proven, quick-start sales training program, “15 Ways to Grow Your Sales Tomorrow” helps sales professionals ignite immediate sales growth. If you want to grow your sales—immediately—visit [www.GrowYourSalesTomorrow.com](http://www.GrowYourSalesTomorrow.com). To learn how Al's professional sales presentations can supercharge your next sales meeting, visit [www.Uszynski.com](http://www.Uszynski.com).

### **Steve Waterhouse**

Steve Waterhouse and Waterhouse Group help companies increase their sales with consulting, training and coaching. Their powerful “Total Customer Selling” process guides sales professionals through the process of dramatically increasing their sales. Mr. Waterhouse is the author of many books including *The Team Selling Solution* (McGraw-Hill), *The Ultimate Prospecting Manual* and *How to Leave a Voice Mail Message that Gets Results*. For more information, visit [www.waterhousegroup.com](http://www.waterhousegroup.com), call 800-575-3276 or email [info@waterhousegroup.com](mailto:info@waterhousegroup.com).

### **Wendy Weiss**

Wendy Weiss, “The Queen of Cold Calling,” is a sales trainer, coach and author. To order her book, *Cold Calling for Women*, or any sales-enhancing Weiss Communications product, or to subscribe to the free email newsletter, *Opening Doors & Closing Sales*, visit [www.queenofcoldcalling.com](http://www.queenofcoldcalling.com). For information about *Cold Calling College*, the intensive coaching program that helps entrepreneurs and sales professionals set more new business appointments in less time visit [www.queenofcoldcalling.com](http://www.queenofcoldcalling.com). Contact Wendy directly at [wendy@wendyweiss.com](mailto:wendy@wendyweiss.com).

**Jacques Werth**

Jacques Werth, president and founder of High Probability Selling, discovered his passion for selling early in life. After over four decades in sales, sales management and training he continues to conduct research into the sales processes of top salespeople in twenty-three industries. His mission is to improve the lives of salespeople by showing them how top salespeople utilize mutual trust and respect as their guiding principle. Learn more at [www.highprobsell.com](http://www.highprobsell.com).

**Garrison Wynn**

Garrison Wynn is a nationally known speaker, trainer, and consultant. He is president and founder of Wynn Solutions, specializing in turning talent into performance. His website can be found at [www.wynnsolutions.com](http://www.wynnsolutions.com) and you can contact his office at 888-833-2902.