

February 2012



Focus On  
Lori Richardson

# Top Sales Associates

Supporting the Global Sales Community

Do You Really Believe That?

Four Ways You Know More Than The Experts

Top Sales Article Of The Month Announced

# Top Sales Experts Team Fifth Anniversary

Interview with "The Captain"

Also inside: Top Sales Highlights and *Jonathan Farrington Uncut*

## Welcome

It is five years since the **Top Sales Experts** team was formed, and in this edition, we celebrate that significant milestone appropriately!

Linda Richardson interviews the "Captain," Jonathan Farrington, providing a unique perspective of the man behind so many original and successful sales initiatives: Farrington also reveals plans for his brand new consultancy, which launches on April 17th.

New features this month include a **Top Sales Article of the Month** section, where we announce January's top sales article, and reveal the ten nominees for February. We also allow you to re-cap the best contributions from the past four weeks over at **Top Sales World** and **Top Sales Management**.

We have two excellent articles: "Do You Really Believe That?" from Colleen Stanley, and "Four Ways You Know More Than the Experts" written by the irrepressible Dan Waldschmidt.

Finally, with all this talk of "experts" it is an opportune time for Jonathan Farrington to give us his take on just what it is that allows anyone to call themselves a "Top Sales Expert" in his regular "JF Uncut" column.

Enjoy!



**JONATHAN FARRINGTON  
& ASSOCIATES**

NEW SITE LAUNCHES APRIL 17TH 2012

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**TOP SALES MANAGEMENT**  
Leading From The Front

At last, a resource site dedicated solely to sales leaders - including Sales Managers, Vice-Presidents of Sales, Sales Coaches, Sales Directors and CEO's

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Sales Leadership Skills

Sales Management Issues

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This site is an absolute 'must' for forward thinking sales leaders.

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## The Busy Person's Pages

Here is what you will find in this month's edition.



**An Interview with Jonathan Farrington**  
by Linda Richardson

Jonathan Farrington created *Top Sales* – Top Sales World, Top Sales Management, and Top Sales Awards – five years ago with a bold agenda. His idea was to “give back” by delivering and sustaining a ... [Read More](#) ▶



**Do You Really Believe That?**  
by Colleen Stanley

The self help gurus are the best at teaching, “You are what you believe. Your thoughts determine your outcomes and actions. And what you think about most will manifest in your life.” These gurus are right and ... [Read More](#) ▶



**Top Sales Article of the Month Announced**

Where do the articles come from? Each month we select the very best sales articles from the major article sites, which have been written by top sales gurus from around the world. We cull through till we find ... [Read More](#) ▶



**Four Ways You Know More Than The Experts**  
by Dan Waldeschmidt

There are experts for everything. It doesn't matter what industry you're in or what product you're selling, there is an expert out there who supposedly knows more than you do. He knows how you should sell ... [Read More](#) ▶



**What Makes a Top Sales Expert?**  
by Jonathan Farrington

It is a much debated question, so to coincide with the fifth anniversary of the formation of the Top Sales Experts team, I am going to share my thoughts on the subject. [Read More](#) ▶



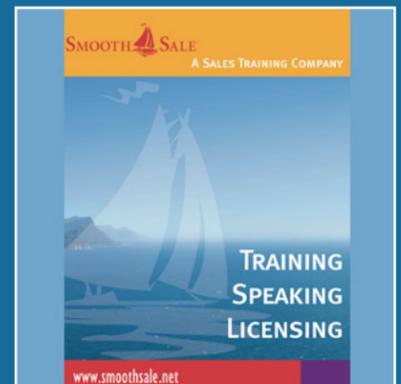
**Top Sales Highlights from the Past Four Weeks ... In case you missed them**

Enjoy the latest Top Sales Hardtalk Interviews, recent White Papers, recent “How to” Guides, Sales Team Development Sessions and the Sales Management Skills Section. [Read More](#) ▶

TOP SALES **WORLD**  
THE GLOBAL SALES COMMUNITY



February 2012



**Latest Top Sales White Paper** [HERE](#) ▶

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Every single day. [HERE](#) ▶

**Top 10 Sales Articles**  
[HERE](#) ▶

**And so much more ....**  
Top Sales World [HERE](#) ▶

# Top Sales Experts Team Fifth Anniversary

Interview with Jonathan Farrington by Linda Richardson

Jonathan Farrington created *Top Sales* – Top Sales World, Top Sales Management, and Top Sales Awards – five years ago with a bold agenda. His idea was to “give back” by delivering and sustaining a huge sales performance resource, where sales leaders and salespeople could come to access the top brains in the sales space -without cost. On the fifth anniversary of *Top Sales*, we see that dream has materialized.



But for Jonathan, *Top Sales* has been far from a one way street. He described how he has been enriched by the collaboration it has afforded with colleagues globally. His initial reservations, about how the global sales community would respond to his initiative, were allayed when his e-mails to potential

*Top Sales* Experts were met with enthusiasm and acceptance. *Top Sales* has proved to be a resource, not only for salespeople and their managers, but also for the experts themselves, giving them a way to connect and explore immediate and emerging sales challenges and share ideas and solutions and form

enduring friendships.

The timing of *Top Sales* was opportune. Sales organizations are facing a changed and highly demanding buyer profile, diminished training budgets and, at the same time, the need to build salesforces with greater expertise. To respond to the new demands,

many sales organizations direct their recruiting efforts to hiring experienced salespeople. Jonathan made a distinction between sales ‘experience’ and sales ‘expertise’. He sees *Top Sales* as a core resource to support salespeople in raising their game by understanding and adjusting to the changes and mastering the new sales world.

Jonathan’s outlined ideas for how *Top Sales* users can gain the most from the resources across roles:

### For salespeople

- Go to *Top Sales World* for just 15 minutes a day to learn from the 30+ experts for immediate challenges.
- Share your ideas by joining in the discussions. Ask questions. Establish your brand.
- Share relevant articles or thinking with clients.

### For sales managers and sales leaders

- Direct salespeople to *Top Sales World* to take advantage of ideas, strategies, and solutions.
- Go to *Top Sales Management* and make use of the huge amount of

**To respond to the new demands, many sales organizations direct their recruiting efforts to hiring experienced salespeople.**

resources available, which are added to weekly.

### For Sales Training Professionals

- Keep up to date on current issues and thinking.
- Read your colleagues’ writings.
- Share your thoughts and establish your brand.
- Provide material, ideas, resources, and the latest thinking to sales leaders.

*Top Sales* is Jonathan’s passion but his practice, JFA, is his oxygen. A team of twelve ‘best in class’ Associates will be joining Jonathan to create an expanded JFA. The new consulting resource is slated to launch on April 17th to bring consulting to global sales organizations. True to ideas he expresses in his blog about the future of sales training, the majority of client work will be delivered on-line. Jonathan is confident in the on-line strategy. Because he understood clients might be reluctant to leave the classroom, he conducted a three month trial, which his clients have bought into enthusiastically.

Jonathan is not one to skirt an issue. He is outspoken and clearly never satisfied with the status quo. His vision is to get a global sales conversation going. *Top Sales World*

is a place where experts and practitioners meld and everyone learns. It reflects Jonathan’s take on life: “Never stop learning. If you do, it is time to pack up and go home.”

Looking three years to the future, he sees a very different sales landscape – one in which 80% of B2B sales will be on-line, leveraging the continuous advances in technology. What does that mean for salespeople? A large percentage of outside salespeople will go inside, and inside sales will be elevated more than a notch or two with skills in strategic conversations and negotiations. He sees all but the end of face to face selling, with a mere 5% of salespeople that possess an even wider commercial bandwidth that will be dedicated to in person meetings. That is a lot to think about.

Jonathan concluded with a note dear to my heart. Acknowledging all of the dramatic changes in the buyer profile, he does not see the value of the relationship as diminished. Of course, while the execution of the sales process must and is changing, and the level of value brought by the salesperson must be significantly higher, as he sees it, “Relationships are more important than ever – they are just much harder to earn.” ■

Linda Richardson is the Founder and Chairwoman of Richardson, the global sales performance company and is responsible for product and sales strategy. [www.richardson.com](http://www.richardson.com)





# Do You Really Believe That?

The self help gurus are the best at teaching, "You are what you believe. Your thoughts determine your outcomes and actions. And what you think about most will manifest in your life."

These gurus are right and many salespeople and sale managers still subscribing to old beliefs and ways of selling do not serve them well in the information age.

Prospects are smarter, well armed with information and detect sales techniques quickly. They don't enjoy sales meetings that seem like a role play. Prospects want salespeople that are the real deal and real smart.

Here are three beliefs to check and change if you'd like to enjoy better results from sales in 2012.

**#1: You can only expect people to stay with your company for a short amount of time.** Business owners and sales managers are told by the experts that the alphabet generation, X, Y, and M (millennials), are different than the boomers. They are motivated to stay in a position for only two years. Then they will move onto the next opportunity and throughout their career enjoy approximately 14 different jobs.

Here's a tip that will make you money immediately. Let your competitor hire this traveling group

of salespeople. The numbers show that a short tenure by a salesperson is not a profitable business model.

Let's walk through the numbers. You hire a new salesperson and even with the best on-boarding and training process, it takes about six months to get her up to speed. She must learn the business, fill the sales pipeline and close business. According to the job hopping experts, you now only have one and half years for that salesperson to produce revenue for your company before moving on. The formula doesn't make sense. Most top sales producers hit their stride after two years. By then, they've built relationships, referrals are coming in and repeat business is in place.

Look around at the most successful people you know. Are

they job hoppers or job committers? Bill Gates, Warren Buffet.....even Mark Zuckerberg. What would have happened to Facebook if Zuckerberg would have followed the trend to explore another opportunity after two years? You can bet they wouldn't be getting ready for one of the country's biggest IPO's.

Business owners: Don't lower your expectations or standards. There are salespeople out there, of all generations, with longevity in their resume. Change your beliefs and expectations. You will be amazed at who shows up at your company's door step.

**#2: Buyers are Liars:** This belief creates an interesting scenario for a sales professional. How in the world does a salesperson build a relationship with someone he has profiled as a "liar?"

Prospects aren't liars--they're just tired, really tired. They're worn out from outdated selling techniques that create stupid conversations. For example, many salespeople have been taught to ask leading questions. "So, Mr. Prospect, if we could save

**Don't force your prospects to lie to you. Let your prospects know that giving you a "no" is actually a gift because it saves you time and money from writing a practice proposal.**

you money, would you want to?" The question is not only outdated, it's an insult to a prospect's intelligence. What is the prospect supposed to reply? "No, we are proactively planning to lose money in that same area again this year."

Another reason that prospects get labeled liars is because salespeople have been taught to overcome the objection. Prior experience has taught the prospect that when he says no, the salesperson moves into overdrive and starts overcoming the objection. They offer up trial closes, assumptive closes, and the mother-in-law close. (You'll have to think about that one.)

So instead of telling the salesperson the truth, prospects says, "I need to think it over." In 2012, ask for the truth and then be ready for the truth. Don't force your prospects to lie to you. Let your prospects know that giving you a "no" is actually a gift because it saves you time and money from writing a practice proposal.

**#3: ABC: Always Be Closing** Now that's a sales meeting a prospect can look forward to. It sounds like this. The prospect meets with a salesperson, decides to be vulnerable and opens up about a challenge. The salesperson hears the problem and translates it to a buying signal.

She jumps on the challenge like a sumo wrestler and does a trial close. "Wouldn't you agree that some of solutions we offer would solve this problem?" (Does anyone talk like this at home?) The prospect recognizes a set-up question and closes down.

The skilled sales professional avoids leading questions like and trial closes like, "Wouldn't you agree....?" They are students of neuroscience and emotional intelligence. They understand that leading questions create a biological reaction in the prospect. (Yes, biology 101 is now part of an effective sales meeting.)

Here's how it works. There is a part of the brain called the amygdala, often referred to as the old brain. Under pressure, the old brain goes into fight or flight mode. The prospect either gets hostile, (fight) or ends the meeting early, (flight). Neither reaction is a good way to end a sales meeting.

Real world sales professionals aren't always closing. What they are doing is always opening up conversation by asking questions and not offering up solutions quickly. The old brain calms down and a smart, peer to peer sales meeting happens.

Get rid of old beliefs and outdated sales techniques. The new economy demands a new approach and philosophy in sales. ■

Article written by Colleen Stanley.

To find out more about Colleen, visit: [www.salesleadershipdevelopment.com](http://www.salesleadershipdevelopment.com)



# Top Sales Article of the Month Announced



## The January Winner 3 Reasons Prospects Ignore Your Emails

by: Kendra Lee  
on: Eyes on Sales ▶



**Where do the articles come from?** Each month we select the very best sales articles from the major article sites, which have been written by top sales gurus from around the world. We cull through till we find the 10 best pieces of sales advice – which we then share with you. The monthly winners compete for the Top Sales Article of the Year Award in December.

## The February Nominations

### The Case for the Bold Leader

American Colonies were unhappy. So unhappy, that they formed a Continental Congress which suggested Declaring...

by Kevin Eikenberry on Eyesonsales ▶

### Doing Business or Doing Business NOW!

Have you ever known anyone to simply wake up one morning, grab a cup of coffee and decide, "Today I am going to go spend..."

By Richard Libin on Eyesonsales ▶

### No One Makes Excuses When Winning

When a sales team (or salesperson) is making quota, you don't hear excuses like: "Cold calling doesn't work" "Prospects don't..."

By Michael Pedone on Eyesonsales ▶

### The Universal Law of Need - And 3 Ways to Recover

My good friend and talented sales leader Brian Stanton has coached an entire generation...

by Jeb Blount on Eyesonsales ▶

### Are Your Salespeople Still Cold Calling? The Ugly Truth

Cold calling. It sounds so...20th Century. Some industries still break-in their salespeople by...

by Dave Kurlan on TopSalesManagement ▶

### Build Relationships - Not Resistance

As salespeople, we generally have between 4 and 30 seconds to make a first impression on our prospects that will compel them to want...

by Colleen Francis on TopSalesManagement ▶

### Rethinking Solution Selling

With all due respect to Michael Bosworth, author of Solution Selling, it's time to rethink "solution selling." Both the selling world...

by Michael Griego on TopSalesManagement ▶

### Seven Vital Changes in Selling for 2012

Over the past few decades, selling has changed. The changes have been incremental, giving salespeople time to adjust. Not so today...

by Linda Richardson on TopSalesManagement ▶

### The Selling Power of The Provocative Question

When you tell prospects and clients about what you can do for them, how much do you 'tell'...

by Michael Neray on Salesopedia ▶

### Master the Client Relationship to Close More Deals

The start of any undertaking is the most important step. When it comes to building...

by Tony Cole on SalesGravy ▶

**We want to thank the following sites for supporting Top 10 Sales Articles:**

● Salesopedia ● Eyes on Sales ● Sales Gravy ● Ezine Articles ● ChangingMinds ● RainToday

**Authors:** To be considered for Top 10 Sales Articles, please submit your articles to the above sites, which are the only ones we select from. **We do not accept any articles directly.**



# Four Ways You Know More Than The Experts

There are experts for everything. It doesn't matter what industry you're in or what product you're selling, there is an expert out there who supposedly knows more than you do. He knows how you should sell your product, how you should position it for maximum impact, and how you compare to all of your competitors.

**H**e's an expert. That means he knows more than you. You can learn from him. You can take his advice. But don't think for one moment that you know more than he does. That's why they call him the expert.

## Which is absolutely ridiculous

Oh, at first glance, it seems like the expert knows more than you do. But once you strip away the white papers and the fancy marketing slogans, you began to realize that the expert might not be as amazing as he claims to be.

In fact, you know more than the expert in a lot of ways.

## Here are just a few

**1. You know your company better than the expert does.** -- That's a big advantage too. Because there is always something special that you have going on that no one else has a clue about. You know what makes your products faster, better, and a better bargain.

**2. You know your competition better than the expert does.** -- The juicy stuff. That's what you know. The expert has to play it safe and not step on toes. You know the slime that the rest of your industry is wallowing in. You can't be a jerk. But honesty works.

***That's what made them an expert in the first place. That's the reason people listen to them. They change the old conversation into a new one that benefits the expert.***

## 3. You know your limitations better than the expert does.

-- Where things can go wrong. Which is key because experts tend to focus quite a bit on theory. They present possibilities. You know what doesn't work. That's good to know.

## 4. You know your capabilities better than the expert does.

-- The super-secret wonderments of how you tick. This is different than how your company does things. You (personally) are a tremendous differentiator. How you operate, what you know, matters.

## So what's the secret?

If you look closely, you might see that the expert is really good at changing the conversation.

That's what made them an expert in the first place. That's the reason people listen to them. They change the old conversation into a new one that benefits the expert.

That new conversation makes them important

## Here's how they do it

They listen to the industry, dissect what is being really being said, and then reframe the entire dialogue to push people in a different direction. A direction that benefits the expert.

## Which is good news for you

Because the exact same strategy that enabled the expert to become so important in the first place is also his biggest weakness. In fighting for a new conversation, most experts become inflexible. It's not easy for the expert to change from what enabled them to be important in the first place.

## Which creates an opportunity for you

It allows you to reinvent the conversation. There are easily a handful of business areas that you know significantly better than the expert in your industry.

So use that specific knowledge to change the conversation.

## Start by believing in yourself

You can't just go through the motions and expect to get amazing results. You have to believe that you're creative and resourceful enough to figure out a new way of thinking.

That takes confidence. That takes discipline.

Which underneath all your fear and doubts and pain is already there.

You just need to believe in you. And then start changing the conversation. ■

This article was written by **Dan Waldeschmidt** whilst in a controversial mood early one morning before his 2nd coffee.

To find out more about **Dan**, visit: [www.EdgyConversations.com](http://www.EdgyConversations.com)



# Focus On

# Lori Richardson



Lori Richardson, the Sales Detective, is Founder and President of Score More Sales, a sales strategy organization based in Boston and Seattle.

Clients are software, technology, distribution and professional services firms doing between \$2M and \$25M per year with fairly small sales teams.

### Score More Sales has two divisions:

- a **prospecting team** to set appointments and meetings for clients or to do satisfaction surveys. We use a blend of inbound and outbound methods
- a **training / coaching / mentoring team** for sales leaders and salespeople.

Lori is the author of 3 books on selling, is a top sales blogger, and speaks at association events as well as sales offsites. Contact her about your next event: <http://scoremoresales.com/speaking/>

Get tactical tips on Facebook (Score More Sales) and follow her @scoremoresales on Twitter.

Lori Richardson spent more than

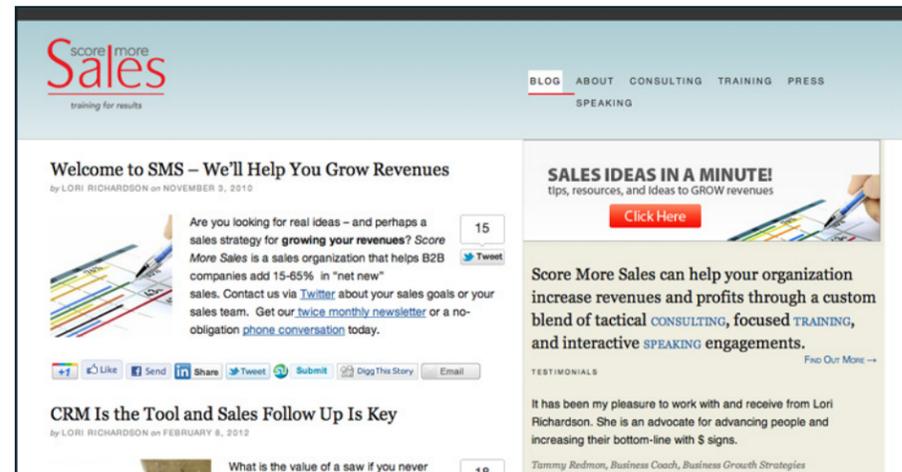
22 years in the trenches of corporate sales, sometimes compensated through straight commission, and always learning ideas through trial and error as a million dollar professional seller. She has been a sales manager, business owner, and educator at various points in her career.

A former Franklin-Covey facilitator, she is a certified coach, trainer, and facilitator in issues of

sales, customer service, time management, self-management, social media, strengths, and communication.

Lori travels to work with corporations throughout North America and abroad.

To give back to the community, Lori works as a fundraising auctioneer. The auctioneer site is <http://www.bestfundraisingauctions.com>

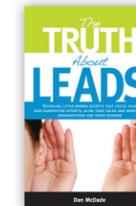


To find out more about Lori Richardson, visit: [www.scoremoresales.com](http://www.scoremoresales.com)

## Can You Handle the Truth About Leads?

Up to 94% of leads turned over to sales are raw, unfiltered—and never followed up.

Why does sales ignore leads ... why doesn't marketing deliver what reps need ... and why aren't quotas being met? PointClear has the answers to these and other questions about leads. In fact, we're the lead authority, with more than 15 years experience helping B2B companies like yours achieve high levels of sales and marketing performance. With a strategic, analytically oriented approach to your response management, lead generation & qualification and nurture programs, PointClear helps you create best-in-class sales and marketing organizations that close up to 5X more deals.



Want to learn more about the truth about leads? PointClear is giving away 50 copies of *The Truth About Leads*, the recently published, easy-to-read book about B2B lead generation, qualification and nurturing by CEO and founder Dan McDade. Be among the first to respond and receive your complimentary copy.

### COMPLIMENTARY WHITEPAPER

## USING VERIFIABLE OUTCOMES

IN THE SALES PROCESS TO CHANGE AND TRACK BEHAVIOR



We reached 100K users on the iPhone Smartr Contacts app in just 13 days.

We are currently being featured in the New and Noteworthy apps from Apple.

We've got a new release out just 2 weeks after launching the app.



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# What Makes a Top Sales Expert?

It is a much debated question, so to coincide with the fifth anniversary of the formation of the Top Sales Experts team, I am going to share my thoughts on the subject.

To begin with, I think that **anyone calling themselves a "top sales expert" probably isn't!**

It's rather like telling someone that you have high levels of integrity; or that you are a great lover; or that you are kind to animals; or that you are incredibly brave – I mean, have you ever had to trust yourself? Make love to yourself? Given yourself a pat? Given yourself a fright? So how do you know? These cannot be personal attributes that are "self-awarded" but rather observations

**BUT, all have at least one common characteristic, they "get it" That is to say, working to "win-win" principles, is second nature to them, and they all give generously.**

made by a third-party or parties.

"Guru" is another word that seems to be tossed around like confetti more and more frequently to describe anyone with an opinion about anything sales related, and it seems to me that the more one has to say, the more likely it is that they will earn that "mantle" – even though much of what they are actually writing / discussing / suggesting, might be of little value. This is the quantity versus quality fallacy.

Our primary objective when we formed the TSE team all those years ago, was to gather together as many of the foremost thought leaders within the sales space as we possibly could, so that we would collaborate; share ideas and work together to continually improve

standards within the profession.

TSE is a very eclectic group of individuals, each with their own area of specialization: Some are best-selling authors; some have built huge global consultancies; some only operate within the Fortune 500 arena; others prefer to work with SME companies; a few go out of their way to be highly visible and indeed, vociferous; others work "under the radar" – **BUT, all have at least one common characteristic, they "get it"** That is to say, working to "win-win" principles, is second nature to them, and they all give generously.

Despite a common misconception, we don't allow any riff-raff in. We nominate just four new members every year, and each of those have to receive at least three references from existing members.

The TSE team is populated by genuine sales experts, but they would never admit it! ■

To find out more about Jonathan, visit:

[www.thejfblogit.co.uk](http://www.thejfblogit.co.uk)  
[www.jfcorporation.com](http://www.jfcorporation.com)  
[www.jonathanfarrington.com](http://www.jonathanfarrington.com)



# Top Sales Highlights

from the Past Four Weeks ... In case you missed them

**TOP SALES WORLD**  
THE GLOBAL SALES COMMUNITY

HOME | TOP SALES AWARDS | TOP SALES EXPERTS | TOP 10 ARTICLES | EXPERT ADVICE | STORE

### Enjoy the latest Top Sales Hardtalk Interviews

<p><b>"Are Your Salespeople Still Cold Calling? – The Ugly Truth"</b> Jonathan Farrington in conversation with Dave Kurlan</p> <p>Are Salespeople Still Cold Calling? The Ugly Truth <b>Dave Kurlan</b></p>	<p><b>"Why Such a High Demand for Inside Salespeople?"</b> Jonathan Farrington in conversation with Trish Bertuzzi</p> <p>Why Such a High Demand for Inside Salespeople? <b>Trish Bertuzzi</b></p>	<p><b>The Latest "Sales Inflection Point"</b> Jonathan Farrington in conversation with Dave Brock</p> <p>Sales Inflection Point <b>Dave Brock</b></p>	<p><b>"The Total Demise of Nice Salespeople"</b> Jonathan Farrington in conversation with Jill Konrath</p> <p>The Total Demise of Nice Salespeople <b>Jill Konrath</b></p>
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### And Recent White Papers ....

<p><b>THE PROBLEM WITH SALES TRAINING</b> BY JONATHAN FARRINGTON</p> <p>The Problem with Sales Training <b>Jonathan Farrington</b></p>	<p><b>NEGOTIATING TO WIN – FROM OPEN TO CLOSE</b> BY JONATHAN FARRINGTON</p> <p>Negotiating to Win - From Open to Close <b>Jonathan Farrington</b></p>	<p><b>KEY ACCOUNT MANAGEMENT – A FRESH APPROACH</b> BY JONATHAN FARRINGTON</p> <p>Key Account Management – A Fresh Approach <b>Jonathan Farrington</b></p>	<p><b>Why Sales Training Fails</b> By Mike Schultz &amp; John Doerr</p> <p>Why Sales Training Fails <b>Mike Schultz &amp; John Doerr</b></p>	<p><b>Sales Happen in Time</b> by Tibor Shanto</p> <p>Sales Happen in Time <b>Tibor Shanto</b></p>
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Plus don't forget, we publish a brand new sales tip from the Top Sales Experts team every day!  
[www.topsalesworld.com](http://www.topsalesworld.com)

**TOP SALES MANAGEMENT**  
Leading From The Front

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### Recent "How to" Guides

<p>How to Identify and Banish Your Time Robbers</p>	<p>How to Deal Effectively With Poor Performance</p>	<p>How to Conduct A Successful Performance Appraisal</p>	<p>How to Conduct Meaningful Meetings</p>
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Or visit the "How to" Vault and access the entire library ▶

### Sales Team Development Sessions

<p>Pipeline Management</p>	<p>Time Management</p>	<p>Maximizing the Impact of Testimonials</p>	<p>Activity Based Planning</p>
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Or visit the Sales Team Development Vault ▶

### Sales Management Skills Section

<p>Traversing That Bridge between Selling &amp; Management</p>	<p>Accompaniments</p>	<p>Motivation</p>	<p>Managing Change</p>
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You can also access the entire section [HERE](#) ▶

Plus we publish a brand new sales article every day: [www.topsalesmanagement.com](http://www.topsalesmanagement.com) ▶