

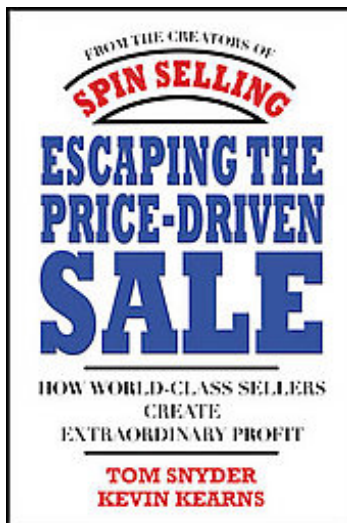


Tom Snyder

Ever-changing business complexities persistently impact the sales arena – this expert's firsthand data and matchless research translate to real solutions

In this book discover:

- ◆ The tectonic shift in today's market that has irrevocably changed the nature of consultative selling
- ◆ Four strategies for selling at a premium—even in a commoditized market
- ◆ How to create lasting behavior change, individually and organizationally, to succeed in today's marketplace



Tom Snyder is an international sales guru, an entrepreneur, a chief executive officer, a best-selling author and a sought-after speaker. He has been named one of America's Top 100 Influential Sales Leaders. In mid-2008 he became the Chairman and the head of Sales and Sales Strategy Practice for Teton Sands, a consultancy boasting a cadre of seasoned C-suite executives, ready to serve the clients with proven strategies and practiced wisdom. Prior to joining Teton Sands, Tom spent a decade with the nation's premier sales training consultancy, Huthwaite. As the company's Senior Vice President of Strategy and Business Development and, later, the Interim CEO, Tom is passionate about improving sales performance. During his tenure at Huthwaite, he advised thousands of sales professionals and company decision-makers on consultative selling, creating client value, and innovative ways to strengthen competition advantage.

In late 2007, Tom co-authored the best-seller, ***Escaping the Price-Driven Sales: How World Class Sellers Create Extraordinary Profit***. The book suggests that today's profitable salespeople must ensure customers are consistently willing pay a premium for a service or product. The keys he offers are four value drivers that are the heart of every successful transaction. *Escaping the Price-Driven Sale* is a practical guide to help sales professionals create value by identifying unrecognized problems, offering unanticipated solutions, and capitalizing on unseen opportunities.

In addition, to the speaking engagements for which Tom is available, he is also an ideal choice to lead or facilitate discussion programs or roundtables on business issues. He is frequently quoted in leading business journals and publications throughout the world, and has been heard often on internet radio. Tom earned his BS and MBA degrees at the University of Maryland, College. Shortly after completing his studies, he spent eight years with the Federal Government, including time on the White House staff. After leaving the public sector, Tom started several companies in the distribution and risk management industries. Today, he also serves a number of organizations as a member of their board or advisory council. Tom is especially qualified to address any of the following topics:

- ◆ Organizational Analysis
- ◆ Assessing Sales People and Sales Leaders
- ◆ Developing Sales Strategy and Tactical Sales Plans
- ◆ Deal Coaching
- ◆ Sales Effectiveness Evaluation
- ◆ Sales Coaching
- ◆ Sales Strategy Development
- ◆ Finance
- ◆ Marketing
- ◆ Start-Up Strategy and Development



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