
A B O U T T H E A U T H O R S

Together, authors and IMPAX® Corporation Co-Presidents **Mark Shonka** and **Dan Kosch** have tallied more than 40 years of experience in direct sales, sales management, and sales consulting and training. IMPAX, a leading sales consulting and training company, is committed to helping clients improve their sales, account management, and sales leadership efforts. IMPAX has worked with thousands of sales professionals in the field and the classroom throughout North America and abroad.

Shonka and Kosch are highly sought-after authorities on a range of sales topics including selling value, strategic account selling, strategic account management, account planning, and sales leadership. With names like IBM, 3M, DuPont, Eli Lilly, D&B, AT&T, and Microsoft, the authors' client list reflects some of the world's leading sales organizations.

As the editor-at-large for *Selling Power* magazine, **Malcolm Fleschner** has been actively writing about professional selling for more than ten years.

If you would like more information about IMPAX and about how we can help your company go Beyond Selling Value, please contact us at:

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