

## ADVANCE PRAISE FOR *BEYOND SELLING VALUE*

"This book is destined to be a sales classic—the next must-read selling book! Shonka and Kosch really get it. The stakes are higher and selling value is more important than ever before. This is a great read that won't just tell you what to do; it will tell you how to do it!"

—Larry Wilson, Founder of Wilson Learning and Pecos River Learning Center, and best-selling author

"This book is essential reading for anyone in sales today. *Beyond Selling Value* has taken the things that the best value-oriented sales professionals do by instinct and put them into a system so they can be done by design."

—Joe Demharter, President and Chief Executive Officer, Pitman Company

"In a day when providing value is the baseline, Shonka and Kosch redefine the competitive edge in selling by going *Beyond Selling Value*. Employ these tools and you will create real adversity for your competitors. This book is worth booking a slightly longer flight just to read it twice!"

—Paul G. Stoltz, Ph.D., President of PEAK Learning, Inc. Author of the *Wall Street Journal*, *Business Week* bestseller, *Adversity Quotient: Turning Obstacles into Opportunities*

"Most salespeople consider themselves professionals and would like to sell higher, faster . . . and beat the Vendor Trap. Unfortunately many have not been taught how. This book is as good a step-by-step guide as I've come across. It should be required reading."

—James J. Ryan, President and CEO, Carlson Marketing Group

"A *must* read for anyone in sales and marketing. Mark and Dan have hit a grand slam home run with their approach on how to secure a new account and successfully grow with them. A real eye opener on the art of selling and making customer presentations."

—Jim Miller, Former CEO, Miller Business Systems, and author of the best-selling books, *Corporate Coach* and *Best Boss, Worst Boss*

"Today's salespeople don't need a book to tell us that it's tougher to sell value than ever before. What we need is a roadmap with signs to help us take advantage of the opportunities that are out there. That's what this book delivers. The process and approach in *Beyond Selling Value* is the best I've seen for helping sales professionals triumph again and again."

—Dan Servos, Vice President and General Manager, AOL Telecom Vertical Group, America Online, Inc.

"The strategies and tactics discussed in *Beyond Selling Value* work! I have seen a measurable effect on our close ratio as a result."

—Chris Matzke, Senior Vice President, American Express Retirement Services

*"Beyond Selling Value* provides good insight into the sales channel in our dynamic economy. Shonka and Kosch clarify the sophistication that is needed in the contemporary environment, and the steps that are needed to confront current challenges. I particularly like the focus on value, which provides direction to avoid being treated like a commodity."

—Max H. Bazerman, Jesse Isador Straus Professor of Business Administration, Harvard Business School

"This book presents a powerful paradigm shift in selling value."

—Jim Loehr, CEO and best-selling author

"I have only been introduced to the sales approach in *Beyond Selling Value* for a short time and am already a big believer. The approach is logical, efficient, and the way I like people to sell to me. In a short period, I have watched our people make some very impressive sales utilizing the tools and skills taught by IMPAX. Organic growth is critical to the success of Hub International, and IMPAX will play a very important role in helping us achieve our sales goals."

—Martin P. Hughes, Chairman and CEO, Hub International

"This book is like a Swiss Army knife, giving people the tools required for selling success in the new work world. *Beyond Selling Value* should take its rightful place in every thinking salesperson's briefcase!"

—Richard J. Leider, Founder, The Inventure Group, and author, *Repacking Your Bags and Whistle while You Work*

"I am a believer in the premises behind *Beyond Selling Value* and have seen the process work firsthand. While pressure on margins will never go away, the strategies and tactics presented in *Beyond Selling Value* provide a proven process to do just what the book says—go beyond selling value."

—John Rowe, Director of Retirement Sales, Merrill Lynch Retirement Group

"Most companies are under incredible pressure to join the herd, and 'your product is a commodity' is a mantra on the lips of many of our customers. *Beyond Selling Value* delivers the tools and processes that your company needs to set it apart from the crowd. Chock-full of stories that illustrate each key concept, this book lays out a step-by-step roadmap that will help you win customers for all the right reasons."

—Robert W. Bradford, Coauthor of *Simplified Strategic Planning: A No-Nonsense Guide for Busy People Who Want Results Fast*, and CEO of the Center for Simplified Strategic Planning

"It's a brave new sales world characterized by extremes—relentless Web-based commoditization on the one hand, and interdependent value-driven relationships on the other. There's no question where you need to be focusing if you want to be successful. *Beyond Selling Value* provides you the process and tools for building critical value-based relationships."

—Lisa Napolitano, CEO, Strategic Account Management Association (SAMA)

"ADC has embraced this process as a critical part of our go-to-market strategy. It has been essential to shifting us to a more customer-driven approach to how we build and sustain customer relationships. If you are concerned with differentiating yourself, this is a must read."

—Rick Roscitt, Chairman and CEO, ADC

"To gain competitive advantage in today's dog-eat-dog business environment, you must not only work to get better than you have ever been, you must also get different. *Beyond Selling Value* will help you do both. Ignore it at your own peril."

—Jim Ericson, Managing Partner and Program Director, The Masters Forum

"Kosch and Shonka have stripped the topic of selling value down to the no-nonsense why's and how's, and transfused it with the juice it really deserves. In addition to great reminders of the basics that work, they provide real techniques, in detail, to work them. They pull no punches about the realities of a lean-and-mean business environment while providing fresh and important perspectives about how to navigate it successfully. A must-read for creating and leveraging productive client relationships!"

—David Allen, President, the David Allen Company, and author of the best-selling: *Getting Things Done: The Art of Stress-Free Productivity*