

Mark Shonka

Inspiration, Insight, Ideas that Deliver Sales Results

**Captivating!
Motivating!
Compelling!**

"I needed a great keynote, an outstanding speaker with humor, solid strategies and credibility. Mark over delivered."

"Mark gives relevant, straightforward information that truly resonates with our audience. He has great style; entertaining without being cheesy; informative and intelligent without being boring."

"In one hour, Mark was able to inspire, educate and entertain. Our people walked away with ideas and tools they could use immediately."

"Mark knows his audience because he's one of them – a working sales professional. He knows their challenges firsthand and knows exactly what they need to do to be successful. He rapidly earned the respect of our sales team, and even more so after his ideas helped them close more deals..."

The Expert on Overcoming Today's Top Sales Challenges

Mark Shonka energizes sales professionals with ideas, insight and inspiration that transforms sales obstacles into opportunities. As co-president of IMPAX Corporation, a leading sales performance improvement company, his words have ignited the fire of sales success for thousands of sales professionals across North America and abroad at companies like IBM, Target, Microsoft, Symantec, US Bank, DuPont, D&B and AT&T.

Mark's spirited, entertaining, and exciting presentation style transfixed audiences. Tempering cutting-edge innovation with more than 20 years of hard-earned wisdom as a highly successful sales professional, he knows precisely what it takes to succeed in today's harsh business environment (and it isn't pitching product features and lowest price). Most importantly, he knows how to deliver this critical message so sales professionals sit up, take notice and take action!

Are you ready to catapult your sales team to an entirely new level of professionalism? Are you ready to establish unwavering competitive immunity? Are you ready to differentiate yourself from aggressive competitors? Are you ready to revolutionize the way you sell?

Then you're ready to be electrified, engaged and inspired by Mark Shonka.

Beyond Selling Value: A Proven Process to Avoid the Vendor Trap

Mark Shonka's expertise has been compiled in a book, *Beyond Selling Value*, which he co-authored with fellow IMPAX Corporation co-president, Dan Kosch. This book is far more than a business bestseller, "it's destined to become a sales classic," says Larry Wilson, founder of Wilson Learning and a best-selling author himself. It's no wonder that *Beyond Selling Value* was selected from thousands to be placed among the top 40 business books of the year by Business Book Review.

Mark Shonka's Keynote Speech on The Top Issues Facing Sales Today – And How to Overcome Them

The internet, stronger, more influential gatekeepers, strategic sourcing, chief procurement officers, vendor auctions, RFPs, globalization ...

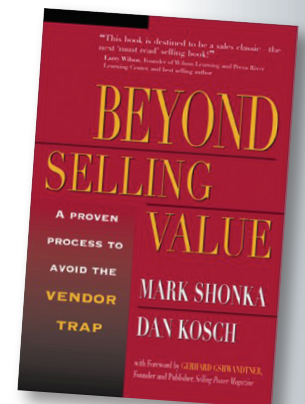
These are just a handful of the unprecedented realities of today's business environment that will conspire to subtract sales professionals from the purchasing equation altogether. But you can do far more than survive this hostile environment – you can thrive! But not by what you're selling – by how you're selling!

Other In-Demand Keynote Topics

- Selling to Senior Level Executives
- Speak to Impress: Compelling Executive Presentations
- Critical Success Factors for Building a World Class Sales Organization
- Strategies for Creating Competitive Immunity

Mark's Groundbreaking Presentations Make a Powerful Impact By:

- Captivating with humor and insight
- Delivering specific ideas and strategies to deal with today's unprecedented sales issues
- Inspiring with real-life examples and case studies
- Positioning sales professionals to take action with practical, intelligent tools they can use immediately
- Mobilizing with key insights and best practices from diverse, extensive industry experience



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