

Selling the First Oyster

From Selling Technology to Selling Transformation

By Laird Smay

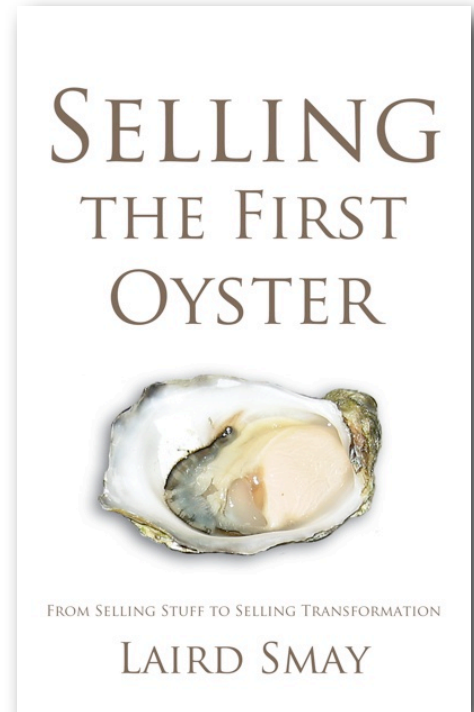
Laird Smay compares the challenge of selling transformational solutions to businesses to a guy convincing his buddy to eat the first oyster in this manual for cutting edge salespeople. From New Coke and voicemail to modern telepresence, Smay brings real life examples into the mix, and with his sprinkled-in metaphors and stories, this book is as fun to read as it is full of great material. Smay's deep knowledge of sales clearly extends far deeper than what a single book could contain, but this is a great start for any salesperson wanting to get ahead and step into the future.

About the Author

(Phoenix, AZ) Laird Smay, founder of Augeo Sales Consulting, LLC, is an international speaker, consultant, trainer and authority on selling transformational technologies. With over 30 years of experience, he has served as an individual contributor, Sales Manager, Executive Vice President and Co-Founder of a variety of companies.

Endorsements

- "Best training I have received." – Cincinnati, OH
- "The best instructor ever!" – Johannesburg, South Africa
- "One of the best training courses I have ever taken." – Dubai, UAE
- "Laird's emphasis on business value was very relevant." – New York, NY
- "Laird brought the material to life." – London, UK
- "We have been in need of this training for so long!" – Phoenix, AZ
- "Strongest & most relevant training I've ever attended." – Berlin, Germany



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