

Simply More Powerful.

Rick Page, CEO and Author

BIOGRAPHY INFORMATION

Rick Page founded The Complex Sale, Inc., an Atlanta-based company that provides sales consulting and training methodologies to sales forces worldwide. A recognized thought leader in the area of sales force effectiveness, Rick authored the #1 sales bestseller *Hope Is Not A Strategy – The 6 Keys to Winning the Complex Sale*.

Prior to starting his own firm in 1994, Rick was Senior Vice President of Sales Development for Dun & Bradstreet Software where he was responsible for developing and implementing sales methodology and training worldwide. Rick also ran the largest region of salespeople and consultants for MSA (Management Science America).

Recipient of a BS and MBA from the University of North Carolina at Chapel Hill, Rick contributes numerous articles to leading sales and consulting publications and is a frequent speaker at sales conferences around the world.

SUMMARY OF PRESENTER EXPERIENCE

As founder and CEO of The Complex Sale, Rick Page and his staff have presented hundreds of workshops to more than 100,000 salespeople and managers in over 50 countries. Their clients include Abbott, Apple, Lawson Software, Deloitte, Manhattan Associates, SAP, Siemens, ADT and more than 100 other firms. As previously mentioned, *Hope Is Not A Strategy – The 6 Keys to Winning the Complex Sale*, is a sales bestseller. Rick's second book, *Make Winning A Habit - 20 Best Practices of the World's Greatest Sales Forces*, was published by McGraw-Hill in the spring of 2006.

In addition, Rick has presented with great success at over 250 companies including Microsoft, Gartner, ADT, Deloitte, GE, Siemens, and IBM. He also has spoken at Stanford University, UNC Kenan-Flagler School of Business, Georgia Tech and the MIT Enterprise Forum.

QUOTES

"Keynote Speaker Rick Page, CEO of The Complex Sale and author of *Hope Is Not A Strategy: The 6 Keys to Winning the Complex Sale* (a must-read for ANYBODY who carries a sales bag). Witty, insightful and thought-provoking, Page's rapid presentation lived up to its billing."

- Paul Caplan, MIT Enterprise Forum, Atlanta

"Within ten minutes of addressing our group, Rick achieved every speaker's goal. He had established real credibility and his insights were committed to our memory!"

- Rusty Gordon, Knowlagent

"I wanted to thank you, Rick, for presenting 'The Meteors of Change Transform the World of Selling' at our recent sales meeting. Your dynamic presentation set a perfect stage from which to present our new sales organization and strategy."

- Raynor Reavis, Senior Vice President Marketing and Sales, Gulfstream

"Rick Page's web chat was the highest rated web chat in Siemens One's history. I feel that the practical approach to the complex sale as defined in *Hope Is Not A Strategy* makes it the most useful tool that our sales professionals have in their arsenal."

- Ken Cornelius, President, Siemens One

LENGTH OF SESSIONS

60 – 90 Minutes

TARGET AUDIENCE(S)

Salespeople, account managers, product specialists, support and services managers, consulting partners, national and global account managers, VP's of sales or marketing and CEOs.



Speech Descriptions

THE METEORS OF CHANGE TRANSFORM THE WORLD OF SELLING

In his book, *Hope Is Not A Strategy – The 6 Keys to Winning the Complex Sale*, Rick Page discusses five transformations in selling; how they impact salespeople, sales managers, and account strategies; and how to turn them into advantages. The transformations are: commodification, disintermediation, e-Commerce, CRM, and partnering.

Page will discuss how to take your salespeople to the next level of competency, your account relationships from transactional to trusted preferred vendor, and your solutions from commodities to strategic.

The Food Chain of Value – Page’s well-known tool for linking features and capabilities into strategic executive-level issues. This tool for focused sales message mapping enables sales and marketing to deliver strategic benefits to strategic buyers and technical messages to technical buyers.

The R.A.D.A.R.® Process – A six-step process for winning competitive evaluations that includes consultative, competitive, and political selling concepts into a three-level sales strategy.

Putting the “R” to CRM – A system is not a strategy, and the failure rate of many sales force automation projects remains high. Technology must be driven by methodology to turn information into relations and competitive advantage. Page discusses how to turn information into trust, the gateway to repeat business. He shows how to build influence at three levels – the company, the product, and the salesperson.

Seven Generations of Buyers and Sellers – Page discusses a model of seven different types of buyers and seven different sales strategies that require different talent, techniques, and tools. Some of these sales roles are becoming extinct and others are changing forever. Salespeople must grow or go and sales managers must allocate resources based on customer loyalty.

“Out of Control” – The metaphor of the “canyon and the crucible” is used to demonstrate how to recognize when a sale is becoming a loss and what to do in time to save it. This humorous section of the talk has numerous laugh lines that play upon the experience of the audience.

The 8 “ates” of Major Account Control – This 8-step process is built on the best practices of some of the world’s best account management firms. It discusses how to penetrate the account, navigate to future power sponsors, elevate the relationships to trust and the solutions to strategic, and then how to dominate the account.

Political Navigation and Executive Value – The talk finishes with three upbeat and humorous stories that illustrate how to navigate to “top down” selling and how to deliver strategic value versus operational value.

THE TEN PILLARS OF INDIVIDUAL SALES PERFORMANCE

Having built several highly successful sales forces and trained over 100,000 salespeople throughout his career, Rick Page knows what it takes to get the most out of a sales team. In this intense one-hour speech, Rick discusses his findings from hundreds of sales managers regarding why some salespeople make things happen while others watch and wonder what happened. Rick uses real-life stories and humor to help participants evaluate their current practices including how they hire and gauge performance and what makes some salespeople fail while others succeed. The outcome of this informative and inspiring presentation is not only a better vision for personal growth for salespeople, but also a map for managers on how to coach to more than just the numbers.

Outcomes

In hiring and performance coaching, most salespeople and managers focus on past performance and personality. However, there are 10 components of successful performance – Character, Chemistry, Cognitive, Competence, Coachable, Communication, Courage, Confidence, Competitive and Commitment. By developing all 10 C’s, you can move your “B” salespeople to “A’s” and your time-draining “C” performers out of the organization to be replaced with A-level stars.

THE TOP 20 BEST PRACTICES FOR SALES EFFECTIVENESS

Based on a recent survey with CSO Insights and his second book, *Make Winning a Habit*, Rick Page has documented the 20 best practices for sales effectiveness. Using an easy to understand grid, Page discusses tools, technique, talent, technology and trust at four levels—account management, opportunity management, industry sales messaging and the individual account manager. The result is a scorecard assessment for any sales organization's overall effectiveness to guide recruiting, training, coaching and strategy, as well as the infrastructure to support these areas.

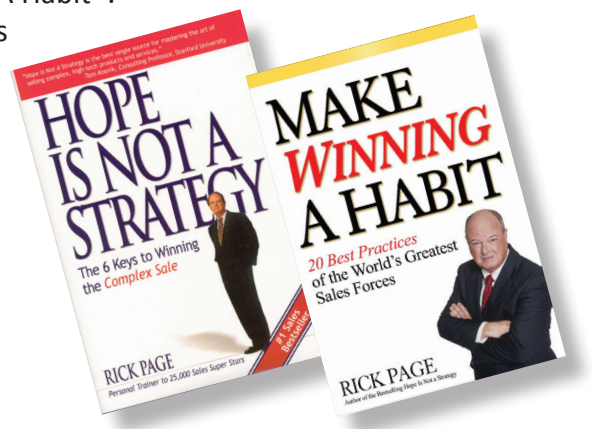
Outcomes

- Discover which elements of an SFA/CRM solution are needed for account management vs. opportunity management
- Assess the strengths and weaknesses of sales effectiveness in your organization compared to other firms
- Create coachable sales templates that the sales management team will own and reinforce

ABOUT THE COMPLEX SALE, INC.

TCS is a sales methodology and consulting firm with proven processes and tools for business-to-business complex selling. TCS offers client-tailored training programs and workshops to help companies implement consistent sales processes and methodologies, improve selling skills and competencies, and develop world-class sales managers and leaders. Around the world, we have taught over 100,000 salespeople in hundreds of companies the processes and skills they need to *Make Winning A Habit*®.

Through training and coaching, tools and speeches, to total sales force transformation, TCS can help you win the deals you can't afford to lose.



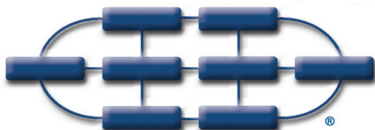
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