

# ***StrategyDriven***

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## **Learn Consultative Selling from Duane Sparks, Author of SALES STRATEGY FROM THE INSIDE OUT on the StrategyDriven Podcast**

*Tune in to beyond-the-scope-of-the-book interviews with Nathan Ives, MBA, PMP on the StrategyDriven Podcast. In this interview, Nathan delves into the expertise of Duane Sparks, Chairman and Founder of The Sales Board and author of SALES STRATEGY FROM THE INSIDE OUT to explore how using a consultative sales process can dramatically improve bottom line results.*

Atlanta, GA (May 26, 2009) – Tune in to insightful and unrivaled interviews with authors of leading business books on the StrategyDriven Podcast. Unlike typical author interviews, Nathan Ives, MBA, PMP goes beyond the written word directly to the day-to-day application of principles readers can immediately implement in their businesses. Find out how Duane Sparks, author of SALES STRATEGY FROM THE INSIDE OUT, responds to questions Nathan asks about how companies grow their revenues through the use of a consultative sales process. This podcast is now available at [www.StrategyDriven.com](http://www.StrategyDriven.com). Listen to learn about this revolutionary approach adding client value and increasing sales.

Professional sales excellence has never been more critical than it is today. Research shows those using a consultative sales process realize greater customer engagement and increased revenues. "In today's competitive market, training and continuing education in the sales profession are more important than ever," said Duane Sparks, author of SALES STRATEGY FROM THE INSIDE OUT. "What differentiates SALES STRATEGY from other books that speak to the strategic sales process is that it gives a vivid sense of how salespeople who really 'get' sales strategy actually operate and why buyers respond to them." In SALES STRATEGY, Sparks provides salespeople with an ongoing, clear and concise plan of action that dramatically improves how they connect with customers in a way that yields powerful results. By using the Action Selling process outlined in SALES STRATEGY, professional salespersons will better engage clients, understand their needs, and design solutions targeted to optimally meet those needs.

Nathan only selects titles that meet a stringent set of StrategyDriven requirements. First, the title must be aligned with the StrategyDriven mission of delivering best practice solutions to small- and medium-sized businesses, including strategic planning, decision making, leadership, management, and organizational performance. Secondly, the authors must be highly respected in their field of study.

StrategyDriven author interviews are uniquely different than the average book review. The primary difference, these podcasts are not simply book reviews or summaries. Nathan reads each book prior to the interview and questions the author for a deeper understanding of the important strategies discussed in the book and probes for examples of real-world implementation of those strategies. As a result, listeners get more information, including, author advice not contained within the book; offering additional value listeners can incorporate

into their business model. Additionally, StrategyDriven interview articles contain quick links to supplementary materials provided by the author.

## **About StrategyDriven**

Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven offers small-to-medium sized businesses (SMB) a wide array of best practice business planning and execution tools for executives and managers; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven began offering interviews of industry-leading experts on a variety of business-centric topics via podcast. Individuals registering with StrategyDriven also receive an exclusive four-part whitepaper series on how to develop a performance measurement system that will help drive execution of their organization's strategy.

At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices – a blending of information and experience practically applied in the workplace combined with a degree of research and academia – to small-to-medium size businesses that wouldn't normally have access to these resources.

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