

► **Advance Praise** ◀

BUILDING TRUST, GROWING SALES

“This book tells you exactly what it takes to be a highly consultative sales superstar. It should be read by every sales professional.”

Peter J. Arduini, *Corporate Vice President of Medication Delivery Business and President of Medication Delivery, Baxter World Trade Corp.*

“Dan’s book is a cut above – upscale sales techniques for upscale sales professionals. His approach has been adopted by our teams to help them achieve top sales performance.”

Kevin Donovan, *Executive Vice President and General Manager, Fusion Sales Partners*

“This book is a very good blend of sales strategy and tactics. It outlines what successful sales leaders do to ensure that customers value their service. As technology and the marketplace continue to evolve, Dan’s insights will be even more critical for success.”

Michael Minogue, *Chairman, President, and CEO, Abiomed, Inc.*

“Dan is a shining star in the sales training field. I strongly recommend that you read *Building Trust, Growing Sales*. You will not be disappointed. Dan’s home-run content focuses on the need-to-know secrets required to access key executives, sell value, control the sale, deploy proper strategy, handle objections, negotiate successfully, and close the sale. Dan’s approach is sure to help you win major deals.”

Paul S. Johnson, *Vice President, Americas, Sales and Customer Support, Applied Biosystems, Inc.*

“I require anyone who works on my commercial teams to read one book on selling... this one!”

Cary G. Vance, *General Manager, Sales, GE Healthcare*

“Thanks to the content in Dan’s book, we have witnessed incredible metamorphoses within our team. His Trust Triangle Selling approach has translated to immediate sales for our team. His tools are simple and easy to implement immediately.”

Jay D. Miller, *President and CEO, Vital Images, Inc.*

“Adams’s unique, process-based approach to guiding customers makes *Building Trust, Growing Sales* a must read for anyone wishing to call themselves a sales professional. It simplifies the complex!”

Craig Schiefelbein, *President and CEO, Paragon Development Systems, Inc.*

“If you are selling expensive software, complex solutions, or technology, you must read this book. Well written and well organized, it outlines a new and highly consultative approach to working with customers.”

Lawrence S. Dolin, *Chairman, President, and CEO, Noteworthy Medical Systems, Inc.*

“As a sales executive with more than twenty-five years of both direct sales and sales management experience, I have had the opportunity to read many how-to books. *Building Trust, Growing Sales* offers a direct and clear message that will quickly pay significant dividends to any sales organization. Dan Adams’s message and sales training tools – and now this book – are helping to shape our sales culture and develop our sales teams into true sales professionals.”

Steven P. Canakes, *Executive Vice President, Global Sales, Vital Images, Inc.*