

“As a behavioral scientist, this is the first book that I have encountered that truly integrates scientific principles of human behavior with the selling (or should I say buying?) process. This book should be read by anyone who is responsible for business development. It will revolutionize the profession of selling.”

—Robert Kauffman, President
American Institute of Learning & Cognitive Development

“This clear and concise book walks you through the development of sales process thinking into a new model for today’s wired world . . . The Samurai Buying Decision Model™ explains how to become a trusted advisor in a buyer based decision process. Learn the process, strengthen your buyer connections, and increase your sales.”

—Steven Smolinsky, Regional Manager
Wharton Global Consulting Practicum
The Wharton School of The University of Pennsylvania
author of *Conversation on Networking*

“This much needed resource reminds us that professional selling is a skill—not simply for those who ‘like to deal with people.’ Selling takes time to learn in order to become effective.

Did you know that 80 percent of sales people have not read a business book on how to sell in the past two years? Read this book before your next prospecting call and you’ll find yourself ahead of the pack.”

—Russ Riendeau, PhD, author of *That Was Zen, This is Wow*

“This book validates that the most effective way to sell is to align with how we buy. The Samurai Buying Decision Model™ focuses on the buyer’s goals, rather than the seller’s, by recognizing that buying is as emotional as it is rational. Finally a book that unlocks the code, brings both parties together in a collaborative process and creates a win for sellers by helping them create wins for their buyers.”

—Marti Barletta, President, TrendSight Group
author of *Marketing to Women*

“I’m impressed by exhaustive research that has gone into this book. The material has been market changing for our company—we no longer sell anything! We were ‘selling’ for years and thought we were good at it. We were wrong. The Samurai Buying Decision Process led us to establishing a structured marketing plan, based on our principles, and in creating a much higher level business based on value and not price. I highly recommend the Samurai program and want you to consider me a customer evangelist.”

—Jay Schuette, EVP Sales & Marketing, Wausau Homes, Inc.

“Two radical developments in the past ten years have fomented a revolution in marketing, changing the path to success for the sales professional. The Internet has dramatically altered the relationship of buyer to seller placing the salesperson in a challenging new role. *Put the WIN Back in Your Sales* details the implications of these changes spelling out how the salesperson needs to adapt, and the keys to success in developing and nurturing customer relationships. This is the book to have for the new sales professional of today and tomorrow.”

—Jack Trytten, President, Insight Direction, Inc.
author of *The Failure of Marketing* and *Growth Machine*

“The world has changed, selling customers doesn’t work anymore. Trust now trumps everything when it comes to getting sales results. *Put the Win Back in Your Sales* shows you how to help customers solve their problems through Socratic questioning and why the human element in business is what matters most. I highly recommend this book for sales people, managers, executives, and especially CEOs.”

—Craig Hickman
bestselling author of *The Insiders and Management Malpractice*