

Praise for Championship Selling



Optimé International President and CEO Tom Blake recently co-authored a provocative new book entitled ***Championship Selling: A Blueprint for Winning with Today's Customer.***

As one of North America's most respected sales leaders, Blake is spearheading a call to action urging companies and salespeople alike to shift

their thinking and behavior in order to drive revenue and grow business. The author knows first-hand how a shift in thinking can produce stunning results. Blake and his company have partnered with some of the most respected and admired companies on the planet to build sustainable improvements in Sales Effectiveness and Capability.



"Every business leader and sales professional will benefit from *Championship Selling*."

Jeffrey J. Fox, bestselling author of How to Become a Rainmaker

"*Championship Selling* provides a comprehensive framework for individuals and entire companies to build lasting value. Read this book if you don't want to be left behind."

Mike Charette, Vice President Customer Development - Wal-Mart, Johnson & Johnson

"Forget books on getting the customer to see it your way. *Championship Selling* tells you something much more valuable: how to see it the customer's way."

George Cooke, CEO, Dominion of Canada General Insurance

"You'll never look at customers the same way again."

Tim Boissinot, Executive Vice President, Quebecor

"*Championship Selling* will help you see the customer in a refreshing new light."

Tom Greco, Senior Vice President Sales, Frito-Lay North America

"The concepts in *Championship Selling* speak directly to the shift companies need to adopt if they want to position themselves for success in today's environment."

Steve Fox, Senior Vice President Customer Business Development, Nestlé

"Sales leaders of the future will need to become customer general managers. *Championship Selling* will get them on the right road - fast."

Tom Muccio, former President Global Customer Teams, Procter & Gamble

"*Championship Selling* gives you the tools to create enduring, sustainable value. If you want a leadership edge, this is the book to get."

Kevin Cashman, CEO, LeaderSource and bestselling author of Leadership from the Inside Out