

Critical Reviews

BUILDING A SUCCESSFUL SELLING ORGANIZATION



THE CRITICAL PATH
TO EXTRAORDINARY RESULTS

ART WILSON

WITH MIKE MORTON, MIKE HIGGINS, AND KEN EVANS

"A must-read for anyone interested in building a world-class sales organization. Art Wilson and the CPS team set out a clear actionable agenda. If you are or want to be a leader in your sales organization, read this book now!"

Jerry Gauche
Senior Vice President, Sales and Marketing
National Oilwell Varco, Inc.

"Art Wilson and his team have actually walked in our shoes. Their consolidated knowledge and experience helped to broaden our thinking, resulting in better partnerships with our customers and our strategic suppliers as well. This book is about building sustainable relationships."

Gene Batchelder
Chief Information Officer and Senior Vice
President of Administration
ConocoPhillips

"The methodologies taught by Art Wilson and his Critical Path Strategies team of pros enabled ordinary sales teams to achieve extraordinary results every time I have used them. Putting these methods into book form should make CPS a household name in American businesses."

Charles Ansley
Chief Executive Officer and President
Symon Communications, Inc.

"Art and his partners at Critical Path Strategies are quintessential sales professionals. Their many years of experience, strong customer relationships, and disciplined sales processes and strategies make them subject-matter experts."

Jim Steele
President
Salesforce.com

"Art Wilson is an accomplished and well-respected sales leader. In his book, *Building a Successful Selling Organization*, he and his partners artfully demystify the how-to process for creating a results-driven sales team."

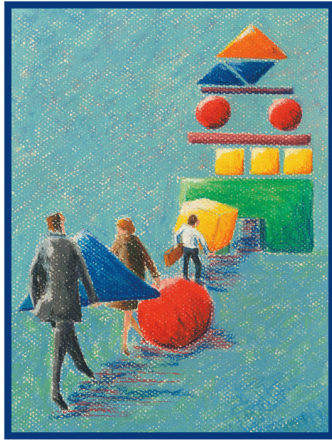
William (Bill) J. Smith, III
General Manager
IBM Global Financing – Americas

"As a sales leader, I'm always trying to use the very best consultative sales process and ensure that my team can execute with it. This is very difficult to do with a large organization, but Art Wilson and the CPS team make it happen. With a combination of simple-to-use tools, hands-on facilitation, and 'war stories' our sales reps can put into action, Art and his colleagues make selling into large accounts a definable, repeatable, results-oriented process. Having seen Art in action for more than 18 years, I know this works, and *Building a Successful Selling Organization* will show you how."

Eddie Marshall
General Manager, South Central District
Microsoft Corporation

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"Art Wilson and his colleagues are nothing less than sales and marketing geniuses! But the best part is their ability to get across leading-edge and revolutionary concepts, no matter the audience. If you want a breakthrough this year in your sales and marketing results, read this book now!"

Germaine Porché and Jed Niederer
Cofounders, Eagle's View Systems, Inc.
Coauthors, *Coach Anyone About Anything*

"Keeping it simple, Art Wilson and his team really get it. They have encapsulated in this book and in their process what took me over 30 years to learn the hard way. I have applied these techniques in different companies, industries, geographies, and cultures with the same result...they simply work!"

Bill LaRosa
Corporate Vice President
Global Account Sales and Marketing
AMD

"I have known Art Wilson for 25-plus years. He worked for me at IBM and was an outstanding sales executive. Art is methodical, customer-oriented, and has the tenacity of a bulldog! He makes things happen for the mutual benefit of the customer and the company!"

Les Lesniak
Senior Vice President, Corporate
Siemens Communications, Enterprise Networks

"Reading Art Wilson's book, *Building a Successful Selling Organization*, provides unique insight into the processes and disciplines needed to effectively manage a customer-facing organization, regardless of the product line. It provides a road map for strengthening sales teams to meet challenges of today's ever-changing markets. I recommend it for every sales manager and team leader, regardless of their level in the organization."

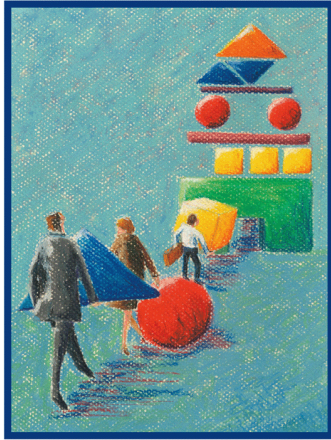
R. G. (Bob) Wallace
retired Executive Vice President
Phillips Petroleum and President, Phillips 66
Company

"Art Wilson and the Critical Path Strategies team have developed an effective sales methodology that is a winner. In *Building a Successful Selling Organization*, Art takes 30 years of creating win-win customer relationships, and shows you how to build powerful partnerships that transform your business."

Kevin Weiss
Executive Vice President, Customer Operations
McAfee, Inc.

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"Critical Path Strategies has been a leader in sales strategy and development for many years. Founder Art Wilson and his partners are world-class in developing and managing winning sales strategies. Your selling teams and your customers will benefit greatly from their insights and approaches. I highly recommend this book as the blueprint for developing a disciplined and successful sales team!"

David M. Ernsberger
President, Ernsberger Partnerships, Inc. and
retired Group Vice President of Worldwide Sales
and Service, IBM Technology Group

"Art Wilson is the real deal when it comes to selling. In *Building a Successful Selling Organization*, Art and his partners at Critical Path Strategies have taken decades of sales experience and condensed them into an easy-to-read, 'how-to-' book. Anyone interested in creating a world-class sales force should read this book."

Pat Cathey
President
ACS North America

"Today, more than ever, relationships drive value in business. In *Building a Successful selling Organization*, Art Wilson shares his secrets for producing high-performing sales teams that take ownership of the relationship through disciplined accountability. Every sales team can benefit from real-world insights of successful sales executives"

Jan Twombly and Jeff Shuman
Cofounders, The Rhythm of Business, Inc.
Coauthors, *Collaborative Communities: Partnering
for Profit in the Networked Economy*

"As CSO of a company that made 40-plus acquisitions within an eight-year period, I was faced with the daunting task of creating a common process out of 40 legacy methodologies around sales. Art and the CPS professionals provided us with a blueprint of basic fundamentals needed to create *sales process*, a plan for creating consistent execution and repeatable sustainable behaviors, and knowledge of how to measure customer-focused sales performance. They allowed us to 'enculturate' a real and simple sales process to follow. They are an extremely talented group who deliver exemplary results."

Cornelius Dupré
Chairman
Venture Transport Logistics

"I have known Art for over 12 years. His advice and counsel in building, operating, and improving sales teams have been invaluable. In *Building a Successful Selling Organization*, Art and his partners have taken a lifetime of knowledge and experience and simplified it into an actionable book. Keep this one close; you will be reaching for it several times a week."

Alex Shootman
Executive Vice President Sales and Marketing
TeleTech