

*She engages you  
and knocks you  
out of your  
comfort zone.*

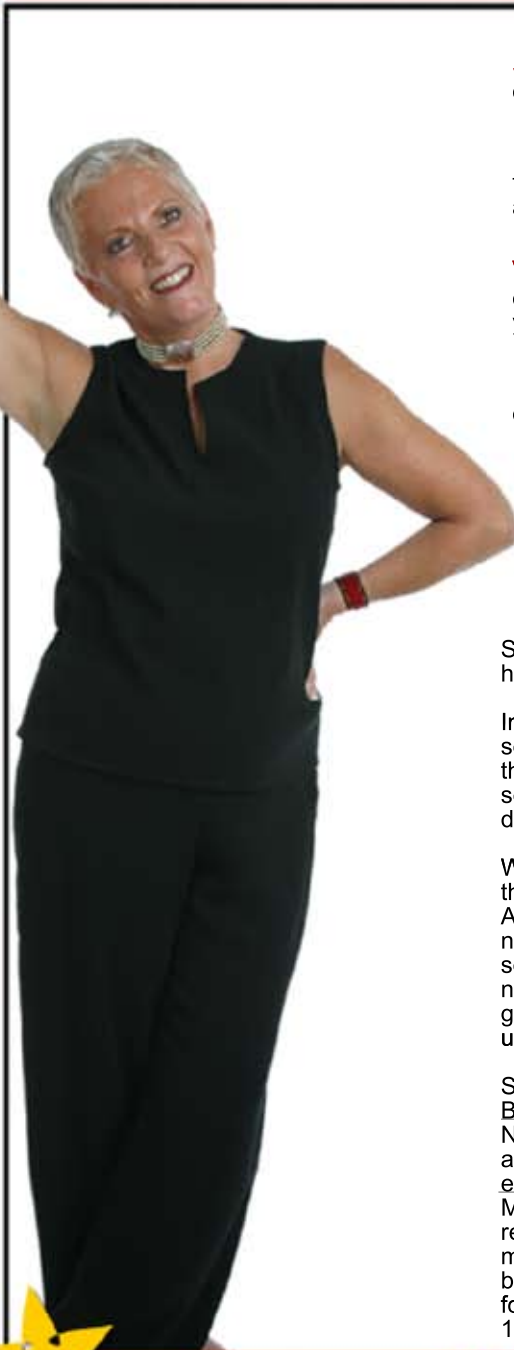
**Visionary AND Bestselling Author**

# Sharon Drew Morgen



## Partial Client List:

- Wachovia
- IBM Corporation
- KPMG
- Unisys
- California Closets
- Dryfus-Mullon
- Fidelity Bank
- First Security Bank of Nevada
- Union Bank of California
- Gjensidie Bank, Oslo, Norway
- Boston Scientific
- Morgan Stanley
- Sandler Sales Franchises
- Clinique
- FedEx
- Kaiser Permanente
- Whirlpool Financial
- British Telecom
- Eastman Kodak
- Miller Coors Brewing
- Procter & Gamble
- Bose



**SALES MAVERICK** Sharon Drew was a multi-million dollar producer in her first year of sales!

**ENTREPRENEUR** Sharon Drew started up a company that was so successful it closed down the competition and allowed her to retire in under 4 years, in the 80s!

**VISIONARY** Sharon Drew has developed a wholly original sales method that will bring the competitive edge to your business - while increasing sales by 200%.

**BEST SELLING AUTHOR** Sharon Drew is the author of NYTimes Bestseller *Selling with Integrity* which has sold 100,000 copies world wide.

## MEET SHARON DREW MORGEN... *The Authentic Speaker!*

Sharon Drew changes the conversation: from helping buyers buy to helping buyers decide.

In today's economy, the client's need is no longer the issue. Your solution doesn't matter. Your relationship won't help. The only thing that will work today is using your relationship, your willingness to serve, your knowledge of the industry, to help the expanded buying decision team make the sorts of decisions necessary in this economy.

What will the future look like? No one knows. What will the budget, or the staffing, or the ROI look like in 6 months? A year? No one knows. And yet businesses must spend, and hire, and make money. It's necessary now for sellers to shift the focus from the managing the solution to being a true Trusted Advisor and Relationship Manager - not to make purchasing decisions, but to help buyers make the nitty gritty decisions that need to get made in an economy that is unprecedented, with no road maps and no clear way forward.

Sharon Drew Morgen is the author of the upcoming book *Getting Buy-In: Influencing with Integrity*. She is also the author of NYTimes Business Bestseller *Selling with Integrity*, *Sales on the Line*, and *Buying Facilitation: the new way to sell that influences and expands decisions*. She is the innovator of the *Buying Facilitation Method*®, a new sales paradigm that teaches buyers how to recognize and manage all of the decisions they must make as they make a purchase and manage internal change. She is the inventor behind *Hobbes*®, a search tool, and the *EXpeditor*® a decision tool for sellers. She has written over 800 articles, and has trained over 16,000 people since 1988.



## Popular Topics

**Selling In A Tough Economy:** With today's risk averse environment, buyer's have bigger problems than choosing product. Help them manage their decisions.

**It's Not About The Need:** Sales is no longer about the product, the solution, or the relationship. Learn how to redirect your efforts to help buyers discover how to manage in a risk-averse economy and differentiate yourself.

**Getting Buy-In:** Use collaborative communication to influence colleagues and clients.

**The Seller as Servant-Leader:** bringing values into the sales profession while increasing revenues.

**Sales Does Not Work In Today's Economy:** How has business changed? And how must your sales efforts change with it? What needs to be different now?