



Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
November 07th 2012: Selling: Art or Science, Negotiation or Persuasion?

Selling. Today's savvy salesperson must combine many skills: a gatherer-analyst of customer and competitor data; social business guru; collaboration champion; and much more. Our experts speak. Barry Trailer: "There is work to do in every sale. Imagine holding your hands two feet apart. The more work you do 'selling' – identifying key buying influences, needs and personal wins, establishing and elevating relationships, etc. – the less 'negotiating' you need to do. So, if you do 18" of selling, you have 6" of negotiating ahead...4" of selling, 20" of negotiating. Simply stated, there are no sho

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Featured Guests



Anneke Seley

Anneke Seley is CEO and founder of Reality Works Group (formerly Phone Works), a global sales strategy and implementation services and content development firm that delivers revenue results in today's new Sales 2.0 reality. With unique expertise in phone/online/social selling, Reality Works Group has helped over 450 clients increase revenue at decreased cost using Sales 2.0 practices – measurable, predictable, scalable selling combined with better engagement and relationships with customers. Anneke is the co-author of Sales 2.0: Improve Business Results Using Innovative Sales Practices and Technology. She started her career as the 12th employee at Oracle and designed the company's now mult

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Barry Trailer

Barry Trailer is a managing partner and co-founder of CSO Insights, a sales effectiveness research and benchmarking firm. In addition to more than 30 years of professional selling experience, Barry has been president of Miller-Heiman, a respected sales training firm and Goldmine, a well-known CRM application. He has conducted seminars with hundreds of companies, including HP, Sun Microsystems, Oracle, and Hitachi Data Systems, and presented Sales Mastery keynotes at dozens of sales events. Barry's writing includes The Sales & Marketing Excellence Challenge: Changing How the Game Is Played, co-authored with Jim Dickie (Jan. 2003). He has written Sales Mastery, a novel (1991), served as Contr

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Ross Wainwright

Ross Wainwright is the Global Head of Financial Services for SAP, managing the Services line of business, and overseeing a global team of over 600 consultants, sales contributors, and an integrated field support team. He is part of the Global Banking Senior Leadership Team. In his previous role as Chief Operating Officer for SAP North America, Ross provided leadership for License Sales and Services Operations, Pre-Sales support, Value Engineering, and the Mobility, Line of Business and Business Analytics organizations. For close to 4 years, he served as Executive Vice President of Services for North America, a part of SAP's global Services organization. Prior to joining SAP in 2002, Ross ser

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Alaa Owaineh

Alaa Owaineh, Senior Analyst, Energy and Sustainability Technology at Ovum. Alaa focuses on the utilities industry and the role of information technology in its transition to greater economic and environmental sustainability and efficiency. Previously, he was an Analyst at Datamonitor Technology and Ovum for five years, then left in 2009 to pursue a Master's degree in Business Strategy and the Environment at Birkbeck College. He also worked for BBC Media Action at Bush House researching the use of IT to facilitate international development. Returning to Ovum in 2012, he is applying his experience as a technology analyst and his knowledge of business sustainability to his work. Alaa is also p

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