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Stories from the Heart of Leadership



Stories from the Heart of Leadership Archives Available

January 19th 2015: Special Encore Presentation: Sales as Service: A fresh take on something we all do.

Are you in Sales? You probably are, whether you think you are or not. If you've ever tried to get others to buy-in to an idea or tried to promote your own offerings, you're in Sales. The fact is, just about every one of us is in Sales, but we don't want to admit it to ourselves because it conjures up the image of arm-twisting people to buy things they don't want or need. Carl Bencoter has been selling and building sales organizations for over thirty years, and he's not afraid to claim this as his specialty! Join Shahmeen and Carl as they explore ways that people make decisions, how focusing o

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Featured Guest



Carl Bencoter

Carl Bencoter Senior Vice President Full Circle Group carl.bencoter@fcg-global.com Carl brings a unique blend of experience to our show. Of his thirty years in Sales, the past fifteen years have been focused on Leadership and other human resource systems. He brings the vision of a senior leader who had led numerous sales reengineering efforts and has implemented cultural changes to meet the dynamic demands of the market. Carl takes a client-focused approach to Sales, and believes the more we can learn about our clients the better we can help them achieve their objectives and meet their challenges. In addition to studying various sales methodologies, Carl has studied how people make d

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