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BUSINESS



Forget Patience, Let's Sell Something!
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May 30th 2013: Forget Patience, Let's Sell To Top Executives

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As identified before, one common fear of many sales and business professionals is whether or not to approach a top level executive in a major corporation when they are attempting to win them as a client. We also wrestle with how to approach them. Because of this fear, we have a tendency to take the path of least resistance and initiate our contact with lower level individuals because it feels safer to do so. That approach has a tendency to lead to longer sales cycles and lower margins. Tune in to today's show with my guest Bill Bundy. Bill is a dynamic leader, and President of Trendway Corpo

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Featured Guest



Bill Bundy

Bill Bundy is currently President, CEO of Trendway Corporation, appointed in 2008. His industry experience includes 5 years with Trendway where he led operations, product management, engineering, and customer care as Executive Vice President. Prior to joining Trendway, he held various leadership roles with Herman Miller for 15 years that included Senior Vice President of Miller SQA and earlier positions in logistics and supply management. Prior to joining the office furniture industry he was with John Deere for 10 years. Bill holds two engineering degrees from Ohio State University.

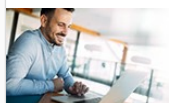
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