

INTRODUCTION – DAN SEIDMAN

DID YOU EVER DO SOMETHING REALLY, REALLY STUPID ON A SALES CALL?

Then you need to meet Dan Seidman of SalesAutopsy.com.

He has collected over 600 sales horror stories for a living. Because of his unique (okay, *bizarre*) approach and his ability to teach selling pros like you, Dan has been selected as one of the “Top 12 Sales Coaches in America.”

His wild, new book **Sales Autopsy** was a #1 Business Bestseller and reveals the top seven ways world class sales professionals distinguish themselves from everyone else who sells. It is now being translated into 9 languages.

- *The Sales Autopsy Training Experience* has been recognized as a Finalist award winner - training program category - in *Selling Power Magazine's* Sales Excellence Awards.
- You might have even come across Dan's business humor columns in many print and online publications he writes for. His readership reaches almost 2 million business brains like yours each month.
- Dan is a World Master's athlete who has two gold medals playing on the U.S. basketball team. He serves on the board of the United Professional Sales Association and is a volunteer sales & marketing strategist for the Willow Creek Association.
- Oh! By the way, Dan Seidman's name was on the cover of the *Wall Street Journal* last week. (pause!) It was on the mailing label, but was still on the cover.

Get ready to have some fun *and we apologize if you happen to learn something as well.*

Let's all welcome the Sales Horror Story Guy, Dan Seidman!