



Barking Up a Dead Horse: Avoiding the Wasted Time and Effort in Business-to-Business Sales

By Tom Batchelder

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"Barking Up a Dead Horse" aims to: Challenge mental assumptions and build a radically honest, yet common language for engaging new prospects and existing clients. The end result being... -Finding more of the right prospects & making them clients faster. -Creating a fundamental, radical shift in the traditional buyer-seller dynamic. -Increasing retention & maximizing the human potential of your people. Tom Batchelder specializes in coaching progressive business leaders in the areas of sales excellence and life success. He has over 17 years experience in sales, management, entrepreneurship, and coaching. Working with Fortune 500® organizations and emerging small businesses, tom helps clients control their sales process, shorten selling cycles and effectively increase profit margins.

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