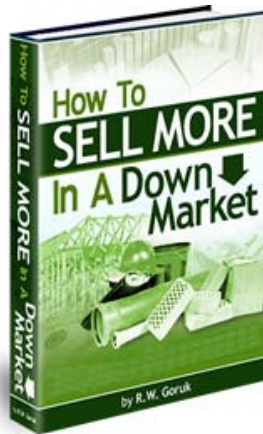


## “How to Sell More in a Down Market” – Reader Testimonials



“A big thank you to those who have purchased *How to Sell More in a Down Market* and in particular, to those that have shared their thoughts below.”

Randy Goruk  
President  
The Randall Wade Group, LLC



Randy Goruk

"The information in your eBook has inspired me to maintain my enthusiasm to go out and find new projects, and development and network new building supply opportunities."

Doug Smith  
SMTP Build

"This e-Book contains sound advice from an experienced executive...adopt his strategies for taking personal accountability in all aspects of your life and you will achieve far greater success in your personal and business life."

Tom Denig  
TJ International - Retired

"I think your eBook could be a salesmen's surrogate alter ego, that voice in the background motivating them to achieve their goals. It's a book to energize the right side (holistic, intuitive, and emotional) of our brain, something salespeople need every day on the pavement."

Steve Winistorfer  
President - TECO



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"After reading your "How to Sell More in a Down Market" eBook, viewing the links; watching the videos and completing the exercises the value of it increased exponentially.

I believe that this eBook topic and contents crosses most industries in today's diverse business environment and will have as much impact on Domestic as it will have on International sales and markets."

Al Huber  
International Sales Manager  
LP Building Products - EWP

"I really enjoyed reading your eBook. Sometimes we get complacent and forget about some of the basics, one of the most important basics: Customer Service. This book is helping me get the train back on the track. I am going to use it as an aid in the fundamentals of successful sales and keeping a positive attitude.

Well done Randy and thank you."

Doug Larson  
Limona Construction

"Your eBook is centered in attitude, accountability, and ownership, yet you allowed the reader to go very deep in areas of leadership development if the reader chooses/needs to work while allowing the reader to go thin in areas of personal strength. Many times, books are presented in a one size fits all where that is rarely the case in real life."

Nate Jorgensen  
VP North American Residential Sales  
iLevel by Weyerhaeuser



## “How to Sell More in a Down Market” – Reader Testimonials

"Tough times that we find ourselves require you to access all areas of what you are doing each day. Everyone will tell you, the only way out of this is to sell. So you are asking yourself, "How am I going to do that?"

Randy Goruk brings easy to follow solutions that you can use each day to inspire you or give you ideas that will help you be a better sales professional or lead your sales team.

How to Sell More in a Down Market is definitely one of the quick read books that you can put to use as soon as you flip the last page. Randy's book helped me hone in on the leadership attributes that will allow our sales team to be a leader in our market.

You cannot afford to not read this book; it is written for our industry, by an industry leader."

Ben Hershey  
President, Alliance TruTrus  
2009 President, SBCA Structural Building Components Association

“The book is rich with quotations and rich with links to other material.

I particularly likes its upbeat attitude and I agree completely with the thesis that just because the market is down that we can continue to sell more.”

Jim Estill  
CEO  
Synnex Canada Ltd.



## “How to Sell More in a Down Market” – Reader Testimonials

“I just finished your book and wanted to pass along to you that I thought it was excellent. You were able to effectively distill and organize the vast amount of information that is currently available on “Sales Success” to six core principles that you put in very simple terms.

The examples and exercises that you incorporated into each section were practical and meaningful. I particularly enjoyed and received great value from the selection of powerful quotes that you included that caused me to reflect and helped to drive home your message.

The toolbox of incredible support material that you researched and consolidated will be extremely useful. I’m very excited about having access to such powerful information at my fingertips.

Thank you for creating such a creative and practical piece of work. I am convinced that this book will be extremely valuable for those people who choose to study and act on the coaching you provide. It will give them enable them to experience an elevated level of confidence and success regardless of the challenges they face.

Randy Ruim  
Vice President iLevel  
Commercial Sales

"Your eBook is a very good read and I enjoyed it very much. I appreciated the six elements of leadership in the eBook and intend to work it into discussions with our sales organization. It is particularly important to consider the importance of learning to plan like a leader".

Marv Askey  
Western Regional Sales Manager  
Boise Building Products



# “How to Sell More in a Down Market” – Reader Testimonials

