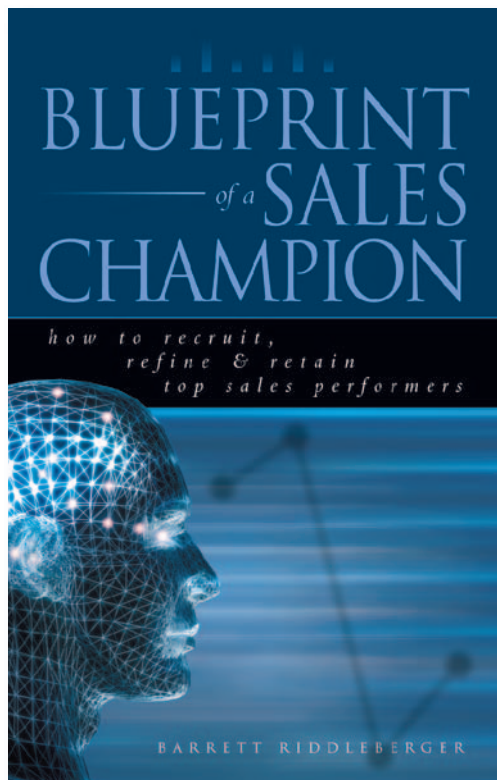


# The book your competition does NOT want you to read!



[www.BlueprintOfASalesChampion.com](http://www.BlueprintOfASalesChampion.com)

If you've ever scratched your head wondering why a salesperson didn't perform to your expectations, *Blueprint of a Sales Champion* finally provides the reasons why and the solutions for avoiding those recurring frustrations.

## About the Author

Barrett Riddleberger has spent years analyzing what makes salespeople perform at the highest levels. As a sales analyst, speaker, and author, Barrett has assisted companies throughout North America in discovering what it means to recruit, refine, and retain Sales Champions.

- **CEO of Resolution Systems, Inc.** - A sales recruiting, training, and development firm
- **Sales Speaker** - A world-class communicator with credibility, charisma, and conviction
- **Author** - "Blueprint of a Sales Champion"
- **Sales Analyst** - Personally analyzed over 1000 sales professionals



Barrett Riddleberger  
Author & Sales Speaker  
CEO - Resolution Systems, Inc.

**Blueprint of a Sales Champion: *How to Recruit, Refine, and Retain Top Sales Performers*** is a must-read for any senior executive in charge of hiring and developing a sales team.

Based on scientific research and filled with real-world examples, the book is divided into two parts, the first section details the model itself—The Blueprint—and what a Sales Champion looks like. The second section puts the model to practical use in the real world.

## You will learn:

- Why you may not have Sales Champions right now and how to get them
- Why most sales training does not work
- The "Blueprint" of a top sales performer and how to replicate it when you hire new salespeople
- The reason why salespeople are unmotivated and what you can do about it

In an easy-to-read style, *Blueprint of a Sales Champion* unlocks the mystery and confusion sales leaders have been unable to discover about how to acquire salespeople who will consistently meet their sales goals.



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