



Tom's Seven Big Questions for Selling Complex, High Value Work

1. "We do great work for our clients. They love us. Why is it **SO HARD TO SELL NEW WORK?**"
2. "How can we get away from this **INSANE PRICE COMPETITION?**"
3. "How can we **COMPETE ON SOLUTION VALUE** and business results instead of just price and technology?"
4. "How can we **BECOME A VALUED PARTNER** instead of a commodity - continually beat down on price?"
5. "How can we **SHORTEN SALES CYCLES?**"
6. "How can we get appointments with **BUSINESS SIDE EXECUTIVES?**"
7. "How can we increase our **WIN RATIO WITH RFPs?**"

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**Success stories, client quotes, estimated costs and benefits are derived from actual projects but may have been altered for simplicity, teaching purposes or to protect confidential information.