



S. Anthony Iannarino



President and Chief Sales Officer
| **President, SOLUTIONS Staffing** | **Executive Sales Coach and Consultant** | **Public Speaker**
Staffing and Recruiting
Westerville, Ohio
Male

How they can be reached

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iannarino

614-212-4279

@iannarino

What you need to know

B2B Sales Coach and Consultant: Helping sales organizations Advance | Sales | Faster

B2B Sales and Marketing Executive and Sales Coach.

President and Chief Sales Officer

Extensive executive-level experience in all aspects of the staffing industry (including overall responsibility for multiple company P&L's) with primary emphasis on business development and the acquisition of new clients, including direction and management of the business strategy, marketing, and the direct sales force.

Executive Sales Coach and Consultant





















Consultant and Coach with an emphasis on entrepreneurial companies who wish to achieve better results through their direct sales force, and individual sales professionals who wish to improve their sales performance. Establishing and installing an effective sales process, setting activity objectives, management of sales pipeline, improving close ratios, and improving overall client acquisition.

Adjunct Faculty in Marketing

Teach traditional and new marketing principles, including marketing's role in a company's overall market strategy, and the application of these marketing principles in business today.

Groups they've joined




- Sales Training Drivers
- SalesLab
- Business Development
- The Sales 2.0 Network
- The Sales Association
- Sales Management 2.0
- Social Media Marketing
- SalesBlogcast.com
- B2B Sales Network
- Ohio Social Media Network
- Staffing Leaders

-   Sales Connections
-   Meeting To Win
-   B2B Marketing and Sales Optimization Group
-   Sales Concierge
-   SalesSmack
-   Third Tribe
-   B2B Business Management
-   Singularity Institute for Artificial Intelligence
-   Sales Enablement Leader Exchange
-   Future Selling Institute

Places they've worked

	Sales Coach	B2BSalesCoach.com	January 2006 — Present (4 years 10 months)
	President and Chief Sales Officer	SOLUTIONS Staffing	February 1992 — Present (18 years 9 months)
	President	Toastmasters	2009 — 2009 (less than a year)
	Account Executive Sales Coach	Olsten Services	October 1990 — October 1992 (2 years 1 month)
	Staffing Coordinator	SOLUTIONS Staffing	May 1987 — October 1990 (3 years 6 months)

Where they went to school

	Harvard Business School	OPM, Business Administration	2003 - 2005
	Capital University Law School	JD, Law	1997 - 2001
	Capital University	B.A., Political Science, English Literature	1994 - 1997

What they're talking about

	Reading: Demonstrating strength: Apologize Defer to others Avoid shortcuts Tell the truth Offer kindness Seek alli... http://bit.ly/cJgjjU	05:34 am Oct 4
	RT @alenmajer Introducing IntroMojo http://bit.ly/9DpKsJ	05:21 am Oct 4
	@LisaPetrilli Impossible! #blogchat	08:22 pm Oct 3
	Why is it the post you feel isn't what it might be is the post that gets the greatest response and the one you love does nothing? #blogchat	08:20 pm Oct 3

What they're listening to

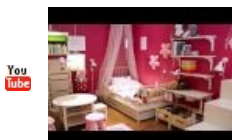


What they're watching





[Lance Armstrong's Core Temperature - Day 2](#)





[IKEA - Facebook showroom](#)

YouTube



The Fountainhead - Howard Roark Speech (Ayn Rand)

YouTube



Ushiro Aikido Summer Camp in the Rockies 2007

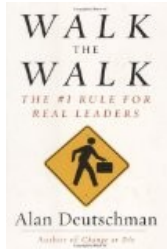
YouTube



J. Krishnamurti : Why don't You Change?

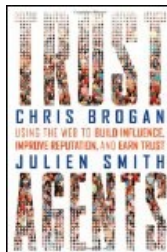
What they're reading

YouTube



Walk the Walk: The #1 Rule for Real Leaders

YouTube



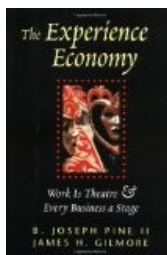
Trust Agents

YouTube



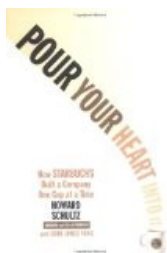
Change or Die

YouTube



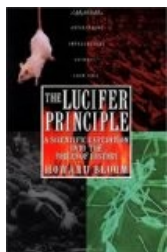
The Experience Economy: Work Is Theatre and Every Business Is a Stage

YouTube



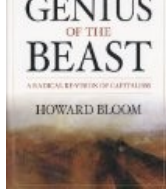
Pour Your Heart Into It

YouTube

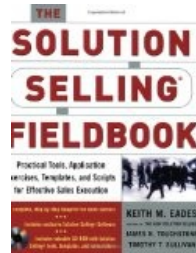


The Lucifer Principle





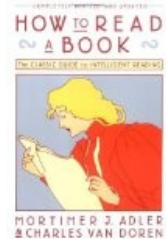
The Genius of the Beast



The Solution Selling Fieldbook



New Strategic Selling



How to Read a Book

What they're writing

Could You Overcome Your Own Resistance to a Deal?

You may want to believe that my strong belief that resolving concerns is different than overcoming objections is a matter of semantics, but it isn't.

The Golden Rule: Sell Unto Others As You Would Like Others To Sell Unto You!

All of us hate to be sold, we hate sales people coming to us, pushing their products on us, not listening to our needs, not responding to our requirements. When they start their pitch, we turn off, w...

Selling Crabcakes to a Pissed-off Meter Maid...

Let's talk random "sales-pitchery"... Have you ever encountered the angry parking meter maid who puts a ticket under your windshield wiper as you're getting back to your ca...

We Sell Like We Buy – The Ying and Yang of Sales

Those of us who work with sales organizations, especially with senior leaders, have an interesting vantage point of the ritual of sales, and how it unfolds in different organizations. From this perch,...

Your Natural Approach To Selling Is Not Effective

In the last 15 years I have conducted hundreds of sales training workshops and I have noticed a trend. Your natural approach may not be effective. Allow me to elaborate. When I deliver programs for re...

Cramming Your Prospecting Work is Spinning Your Wheels

A pint of sweat saves a gallon of blood. –General George S. Patton I don't believe that activity by itself is enough to solve all sales problems, although it is damn effective when low activity ...

Your One True Strategic Objective In Sales

Sales is a blood sport. It is a zero sum game; somebody wins and somebody loses. Because this is true, it is easy to lose sight of your one true strategic objective in sales. You need to know and resp...

Negativity: The Only Cancer That Spreads By Contact

The only cancer that is spreads by contact is negativity. Negativity is a communicable disease. Fortunately, you can immunize yourself and your organization. Here are three ways you can protect yourse...

Incongruent Beliefs and Poor Sales Results: A Love Story

There are some things about sales that are difficult to explain. Sometimes, even though there may be no way to prove that something is true, the results are every bit as consistent as gravity. This is...

Asking Bigger and Better Questions

One of the primary reasons salespeople fail to gain the time and attention of C-level executives is because they lack the business acumen and/or the confidence to ask the really tough questions. Inste...

Products they've reviewed

Achieve Sales Excellence: The 7 Customer Rules for Becoming the New Sales Professional

1 of 1 people found the following review helpful:

★★★★★ **Mandatory Reading for Sales Professionals**, April 25, 2007

Although I read everything published regarding sales, it is rare that I can heap the kind of praise I am about to heap on Howard Stevens and the HR Chally Group's Achieve Sales Excellence: The 7 Customer Rules for Becoming the New Sales Professional.



Not since Neil Rackham wrote SPIN Selling (in 1987) and Major Account Sales Strategy (in 1988), has anyone used sophisticated research methodology to explain what makes some salespeople much more successful than others (in this case, Chally used 210,000 salespeople and 80,000 customers). Most important, Stevens and the Chally Group actually correlated what a customer said on a survey with their actual buying decisions, therefore,... [Read more](#)

Ways to bribe them



[Pleased But Not Satisfied](#) by D.L. Sokol



[Transparent Power](#) by Tatsuo Kimura



[Monster MP OTG400 WH Outlets To Go Power Strip \(White\)](#) by Monster



[The Image: A Guide to Pseudo-Events in America](#) by Daniel J. Boorstin



[Life Is a Verb: 37 Days to Wake Up, Be Mindful, and Live Intentionally](#) by Patti Digh

People they're connected to



1 contacts 1 subscribers 8 subscriptions



11125 friends, 10665 followers



500 connections

Places to find them on the web



amazon.com

<http://www.amazon.com/gp/pdp/profile/A2TNZ6949XK8KU>

b2b sales coach

<http://b2bsalescoach.com>



delicious.com

<http://www.delicious.com/iannarino>



digg.com

<http://digg.com/iannarino>



facebook.com

<http://www.facebook.com/iannarino>



flickr.com

<http://www.flickr.com/people/iannarino/>



flickr.com

<http://www.flickr.com/people/iannarino>

friendfeed.com

<http://friendfeed.com/iannarino>



google.com

<http://www.google.com/profiles/iannarino>



google.com

<http://picasaweb.google.com/iannarino>








google.com/reader

<http://www.google.com/reader/shared/iannarino>








linkedin.com

<http://www.linkedin.com/in/iannarino>

my company	http://www.solutionsstaffing.com
 myspace.com	http://profile.myspace.com/index.cfm?fuseaction=user.viewProfile&friendID=39613902
 pandora.com	http://www.pandora.com/people/iannarino
profile.typepad.com	http://profile.typepad.com/iannarino
salesbloggers.com	http://www.salesbloggers.com/about/s-anthony-iannarino
 shelfari.com	http://www.shelfari.com/01518098036
thesalesblog.com	http://www.thesalesblog.com
 twitter.com	http://twitter.com/iannarino
 youtube.com	http://www.youtube.com/iannarino

What the search engines are saying

-  [Business Plan Templates and Free Sample Business Plans - Bplans.com](#)
... restaurant business plans, real estate business plans, hotel business plans, car wash business plans, coffee shop business plans, and more. Each example includes an executive ...
-  [Resume Writers .com Resume Writing Service](#)
It's like having a personal career coach ... Business Executive Sample Resume Contractor Executive Sample ... resume writers in the world to the job-seeking public.
-  [Small Business Marketing - Website Strategies & Marketing Ideas](#)
... That Work To Attract More Clients And More Sales In ... Cathy Stegmaier, Executive Director Cambridge Advisors ... Marketing Tools Networking . Positioning Profits Public Relations Sales
-  [Job.com Jobs - Start your job search and find employment today!](#)
Self Employment Center; For Executives Only; Hiring Solutions; Create an Account ... Start your job search now by browsing Sales Jobs, Tech Jobs, ...
-  [CEO Coaching, Executive Coaching, Leadership Coaching, CEO ...](#)
Vistage provides CEO Coaching, executive coaching, leadership ... diverse range of businesses and backgrounds to coach and ... are looking to their top management team for solutions that ...

