



We give you an edge

We are distinct

We're different from most sales training firms—because we focus less on sales or lead qualification process. Instead, we understand your process and strengthen communications tactics within it.

Because being able to start, qualify & close deals—faster—is driven by ability to effectively communicate with decision-makers.

Drive? Persistence? Knowledge of the product? You can have all of those. But without superior communication technique it's game over.

Who we help

A minority of sales & marketing teams refuse to communicate like average sellers. We are the company they choose to strengthen communication skills.

If you want a better sales communications methodology we can help. We'll give you an edge.

Spark Selling

Spark Selling is a method to attract prospects to the desired outcome—rather than asking for it. It is a technique to help customers persuade themselves. It's a superior communications tactic to earn discussion from clients.

Give your team 'next practices'

Our customers seek "next practices"—current, effective, proven communication tactics.

If you continue doing what you are doing ... you will continue getting the results you get. Guaranteed. You need insight on what's working now to start customer conversations.

Give your team the ability to start and facilitate more (and better) conversations. Give them a provocative, curiosity-driven mental trigger technique. We can help. All while discovering internal prospecting best practices, making your team even stronger.

Work with us. Let your team draw on the *collective experiences* of our clients. What works today, may not work tomorrow. We are constantly updating the techniques we coach and teach.

Problems we solve

We help organizations ...

- create a prospecting (hunting) culture
- reduce "no decisions" & stagnant pipelines
- shorten buying cycles & shape the RFP
- lower cost of sales & increase contribution to margin
- increase revenue per deal
- discover emerging (effective) tactics from our clients

We help sellers ...

- start executive/C-level discussions faster
- be distinct—stand out from noise & competitors
- discover new conversation-starting techniques
- become aware of self-defeating communication habits

Jeff Molander

Jeff gives you a **conversation-starting & qualification edge**. In 1999, Jeff co-founded what became the Google Affiliate Network and Performics Inc., where he helped secure 2 rounds of funding and built the sales team. Today, he is the authority on effective prospecting communications techniques as founder of Communications Edge Inc.

He's been in sales for over 2 decades.

Jeff is a sales communications coach and creator of the Spark Selling technique—a means to spark more conversations with customers "from cold," speeding them toward qualification. Part Sandler, part Challenger, part mental toughness, leaning on direct response copywriting concepts ... Jeff's technique is familiar yet one of a kind.

Jeff was first to offer a practical book for small businesses to sell using social media. He published, *Off the Hook Marketing: How to Make Social Media Sell for You*.

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Jed Fleming

Jed Fleming gives you an edge when **calling into the C-suite**. He'll give you better ways to start conversations with C-level executives. Jed knows how top execs make decisions. It's been his passion for 25 years.

Today as a sales communications coach, Jed teaches how to start conversations and facilitate the buying process with F-1000 leaders "from cold". His research-based technique is his secret weapon. He brings combined experiences in business development, demand generation and services sales.



Jed knows demand generation programs are often plagued with disappointment. He's skilled in raising maturity levels of campaigns, teams & metrics-that- matter.

Recently, Jed was Sr. Demand Gen Advisor at a major IT outsourcing firm and has expertise selling into Banking, Financial Services, Insurance, retail, telcom, healthcare, manufacturing and Federal sectors.

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Plamen Peev

Plamen gives our coaching team and clients a **sales, marketing & customer support edge**. He is charged with customer success and operational support at our growing company. Having played a lead role in developing our Spark Selling Online Academy, he constantly finds new ways to strengthen existing commitments to customers and develop better ways to serve customers' changing needs.

He also practices Spark Selling himself and enjoys the challenge of prospecting for new business.



Plamen's past includes work in public and private sector international relations. Most recently he provided sales and logistics expertise to an Eastern European firm engaged in international trade. His fluency in German, English, Bulgarian and Russian gives him an international communications edge and ability to serve outside the North American market.

He is studied in macroeconomics, finance and has a Masters in International Relations from the University of Westminster. He is also active in Rotary International.