



We give you an edge

Why clients invest with us

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

Sales effectiveness is driven by sellers' ability to converse with decision-makers about primary initiatives.

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

Our clients want a better sales communications methodology. We give them an edge.

Give this to your team

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 ...

- reduce "no decisions" & stagnant pipelines
- create an aggressive prospecting culture
- 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 ...

- penetrate C-level decision-makers faster using a proven tactic
- apply marketing content inside buyers' decision system
- discover new conversation-starting techniques
- open doors faster & speed-up deal qualification
- facilitate customer change—prepare prospects to buy

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.