

Table of Contents

Preface	3
A Message From John Yates	4
A Message From Robin Hensley	5
Secret Number 1: Build A Positive And Lasting Reputation	7
Coaching Point From Robin	9
Secret Number 2: Sell Only Value-Added, Quality Services	10
Figure 1: Morris, Manning & Martin Technology Practice Value-Add ..	13
Coaching Point From Robin	14
Secret Number 3: Learn From Rejection And Relish It	15
Coaching Point From Robin	19
Secret Number 4: Nail Your Mission Statement	20
Coaching Point From Robin	22
Secret Number 5: Think Strategically But Act Tactically	23
Coaching Point From Robin	26
Secret Number 6: Build Your Network And Find The Connections	27
Coaching Point From Robin	29
Secret Number 7: Develop And Nurture Strategic Partners	30
Coaching Point From Robin	34
Secret Number 8: Act Proactively, Not Reactively	35
Coaching Point From Robin	39
Secret Number 9: Build A Dynamic, Feel-Good Sales Pipeline	40
Coaching Point From Robin	42
Secret Number 10: Be Optimistic	43
Coaching Point From Robin	46
Disclaimer	47
About John C. Yates, Esq.	48
About Robin Hensley	50

PROPRIETARY NOTICE

Copyright ©2011 Morris, Manning & Martin, LLP, Raising the Bar, LLC

999 Peachtree Street N. E. / Suite 1234 / Atlanta, GA 30309-4484
P 404.815.4110 / F 404.601.7494 / www.raisingthebar.com / rhensley@raisingthebar.com