

The background of the entire cover is a vibrant, abstract composition of various colored shapes. It features several large, upward-pointing arrows in shades of purple, blue, yellow, orange, and pink. Interspersed among these are vertical bars of different heights and colors, including green, red, and brown. The overall effect is one of dynamic growth and upward movement.

**'The Critical Hour concept stands the test of time as one of the most successful sales approaches today.'**  
Drazen Jaksic, CEO - Combined Insurance

# **HIGH PERFORMANCE SALES STRATEGIES**

**POWERFUL WAYS TO WIN NEW BUSINESS**

**RUSSELL WARD**

# Praise for *High Performance Sales Strategies*

**//** There are two mission-critical roles in business that often universities and most further education institutes do not cover in their faculties: the CEO and sales. Without these two vital roles performing, failure is never far away.

I have had the benefit of being 'sold' to by Russell whilst serving on the board of IPC Media. I bought and bought willingly, and he ensured his organisation at the time delivered all they said they would – and more.

Two things stood out for us. First he defined a problem we had not realised we had, by using our language and defining what success would look and feel like. Secondly and vitally, he was so easy to do business with for all levels of the organisation. A novel mixture of expertise, passion and process that remained with the business to this day.

The huge lesson learned for all of us was that when it comes to sales 'one size fits no one'. No one naturally wants to be sold to, but everyone wants to feel that they are buying the right product or service that solves their dilemma, or delivers their desired opportunity.

Russell has authored a book that is not so much to be read but experienced. You will want to share this with your sales force immediately.

Unmissable!

RENÉ CARAYOL, BUSINESS GURU

# High Performance Sales Strategies

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