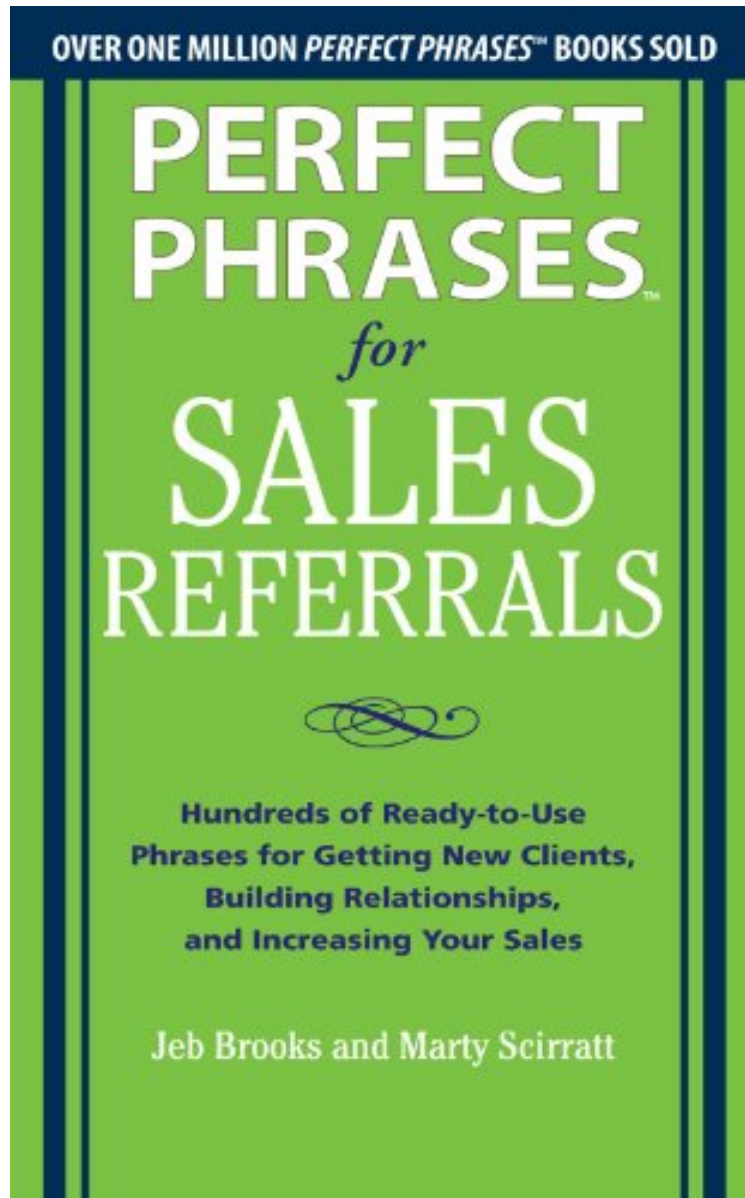


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About the AuthorJeb Brooks is executive vice president of The Brooks Group, an awardwinning sales training firm. Marty Scirratt is the former senior vice president of sales at a publicly traded firm, where he led a team of 500 people responsible for more than \$1.7 billion in sales, much of it referral-based.