

ABOUT THE AUTHOR



A veteran of three decades in the high-tech industry with CRM and SFA developers such as SalesLogix (now Best Software) and GoldMine Software (now part of FrontRange Solutions), Russ Lombardo has put his experience into print to assist the “common man” in their quest for an effective CRM strategy. His background in successful sales process engineering with literally hundreds of clients throughout the U.S. uniquely qualifies him to assist the reader who is considering a CRM implementation for their business.

Russ’ unique understanding of the sales process and its effect on the client comes from his experience as a sales executive who built and managed large sales organizations. His knowledge spans both internal and external sales departments and includes successful experiences with automation of remote sales teams. This book is a compendium of the knowledge gained from those experiences and is designed to set the reader on the correct path for a successful implementation.

A nationally recognized speaker, writer, sales trainer, and CRM specialist; currently Russ is President of Las Vegas-based

PEAK Sales Consulting — a firm dedicated to working with those organizations who need to develop, implement, or tune their sales and CRM processes. By developing and implementing successful sales processes and CRM strategies, then training sales teams about those processes as well as successful sales methodologies, PEAK Sales Consulting helps businesses exceed their goals. PEAK Sales Consulting can be reached at (702) 655-5652, email at sales@peaksalesconsulting.com, or on the web at www.PeakSalesConsulting.com.