



PRESS RELEASE

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SILVER BULLET, a Thought Leader Book For Organizations Operating in Complex Sales Environments is Released

Silver Bullet is a story about the shortcuts, pressures and hoops that people operating in complex sales environments are forced to jump through in an attempt to achieve their sales revenue goals.

Columbus, North Carolina June 21, 2009 -- Howard Highsmith, CMC – President of [SalesCue Corporation](#) announces the release of his new book [Silver Bullet](#). “Silver Bullet is a thought leader book written for organizations that are operating in complex sales environments,” Highsmith said. “Silver Bullet is based on the notion that finding a proverbial silver bullet that will instantly solve a major business problem is simply a myth. In complex sales environments silver bullets unfortunately evidence themselves as futile attempts by management to deploy tactics rather than take the time to ensure they are an integral part of a revenue generation strategy. Silver Bullet is a story about the shortcuts, pressures and hoops that sales management operating in complex sales environments are forced to jump through in an attempt to achieve sales revenue goals, He added.

“Silver Bullet is an easy read because it is not just a bunch of pages filled with a bunch of nonsensical words, ***it is pure reality!*** Silver Bullet also includes color charts and graphs that support many of the critical issues that organizations must deal with in their attempt to create competitive advantage and sustain their revenue goals. My objective in writing Silver Bullet is that it will stand as a thought leader body of work where strategy over just tactics is recognized as the real key to sustaining revenue,” Highsmith concluded.

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The paperback book & Kindle book of Silver Bullet is available at <http://www.amazon.com/>

More information; contact Howard Highsmith 828.894.8884 or email to howard@salescue.com/

Supplemental Information:

Howard Highsmith, CMC - Bio



Frontline Experience are two words that probably best describe Howard Highsmith.

Howard is president of SalesCue Corporation, a consultant to management firm with forty years experience in field sales, marketing and executive management.

His experience includes executing marketing and sales strategies focused on large, commercial accounts, the public sector and federal accounts. Howard started his career selling office equipment door-to-door to businesses to selling \$100,000 engineering computer solutions to large, utility accounts with year-long plus sales cycles. Prior to founding SalesCue Howard served as the Branch Manager, Director of Sales and Vice President of Sales for three high technology companies. During his tenure Howard was responsible for implementing revenue generation strategies that resulted in sales growth from \$1.8m to \$19.0m and \$14.1m to \$21.1m in both public-sector and major account sales. Under Howard's leadership as Director of Sales of a 100 person network integration firm his organization was ranked 341 in the VAR500 list of largest network integrators in the United States.

Nicknamed the 'Grey Fox' Howard provides his unique insight to B2B sales organizations that are operating in complex sales environments about issues that significantly impact sales performance and goal achievement. Services range from private executive coaching to a deliverable system for more effectively managing sales opportunities called: Revenue Mapping®™.

Howard is the author of the book *Silver Bullet*, an innovative business model for creating competitive advantage through revenue goal achievement and sustained revenues. Howard is an active member of the Institute of Management Consultants (www.imcusa.org) serving on IMC Carolina's Chapter Board of Directors and as co-chairman of the Member Care Committee and the Certification Committee of the IMC USA Carolinas Chapter.

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