



***"Dan Seidman is one of the top 12 sales coaches in America."***  
Ultimate Selling Power (Career Press)

***The Media Recognizes the Uniqueness of Dan Seidman and SalesAutopsy.Com***

### **SALES AND MARKETING MANAGEMENT MAGAZINE**

#### ***Sellers Go to Confession***

A new Web site that allows salespeople to anonymously confess their most embarrassing professional moments online is quickly becoming a **CULT HIT** among sales folks.

### **SALES AND MARKETING AUTOMATION MAGAZINE**

"Surely Seidman deserves some kind of marketing award for the 'cleverest use of Internet tools in lead procurement.' The mind races with the possibilities for his confessional marketing apparatus."

**SELLING POWER MAGAZINE** distributes a monthly CD & audiocassette product, Selling Power Live! to 15,000 salespeople, executives and entrepreneurs. The February issue replaced the 'memorable sale' feature with a Sales Autopsy horror story.

**EBAY MAGAZINE** From poor decisions to mishaps beyond their control, [www.salesautopsy.com](http://www.salesautopsy.com) contains sad stories from the world of sales. The article included a picture of Dustin Hoffman as Willie Loman from *Death of a Salesman*.

### **CRAIN'S CHICAGO BUSINESS**

#### ***THAT DEAL YOU BLEW? SOMEDAY, YOU'LL LAUGH***

by TERRY McMANUS

Did you hear the one about the salesperson who:

- Mistook a prospect's wife for football commentator John Madden?
- Alienated a potential client by making ethnic slurs?
- Blew a deal because he failed to get the customer's signature on an auto trade-in?

If you've been a regular reader of [www.salesautopsy.com](http://www.salesautopsy.com), you have.

## **CHICAGO TRIBUNE**

### ***AN OLD TECHNIQUE BACKFIRES--AND LEADS TO SELLER'S REMORSE***

By Dale Dauten King Features Syndicate

Outstanding, comprehensive article on the philosophy of Sales Autopsy; includes some of the most popular stories.

## **USA TODAY *HOT SITES CHOICE***

Generated over 2,500 new site visitors over several days

## **MEDIA PROFESSIONAL NEWSLETTER (Audit Bureau of Circulations)**

### ***ADDLES OF ADVERTISING: TALES FROM SALES***

Sales Autopsy, Inc. has collected tales of calls from hell.

## **B2B MAGAZINE (*An ADVERTISING AGE PUBLICATION*)**

## **PROFIT MAGAZINE**

Huge article on Sales Autopsy and it's philosophy about sales failures

## **INTERNATIONAL PUBLICATIONS:**

- **CANADIAN PROFESSIONAL SALES ASSOCIATION MAGAZINE**
- **NZ MARKETING MAGAZINE**
- **BETTER BUSINESS & MARKETING GUILD** - United Kingdom print publications have featured articles on SalesAutopsy.com

## **SOFTWARE SUCCESS MAGAZINE**

## **WEBBOUND MAGAZINE**

Comprehensive feature article on the Sales Autopsy story

## **REALTOR MAGAZINE**

## **SUCCESSFUL CLOSING TECHNIQUES NEWSLETTER (*DARTNELL PUBLICATIONS*)**

**OVER 40 LEADING MAJOR CITY NEWSPAPER** have covered Sales Autopsy through syndicated articles as well as 'hot site' designations.

**RADIO ONLINE** provides show prep information to over 500 air personalities daily.

## **BIG IDEAS RADIO SALES AND PROMOTION IDEAS**

## **PARENTING PUBLICATIONS OF AMERICA**

## **NETSCAPE NAVIGATOR *WHAT'S NEW TODAY***

After a huge splash – continues to generate website traffic  
**ORLANDO BUSINESS JOURNAL & BUSINESS LEDGER** (regional publications) have published articles on salesautopsy.com. This generated significant traffic to the website.

## **BEST EZINES**

**A SALES ANECDOTE DAILY CALENDAR 2001** has been produced by Andrews McNeel Publishing (Dilbert Calendar, etc.) and is written by author of 70 books, Alan Zullo. Several short sales stories from the Sales Autopsy collection were used.

**SITE DU JOUR AWARD:** It was nice to see a sales site with the reality of business fairly represented. The rah-rah-rah motivation stuff grows thin quickly, nothing like a dose of reality to stop you in your tracks to wonder if these poor folks might serve as a lesson. Site du Jour of the Day readers should find your site worthy of a visit.

Several online newsletters (notably Shel Horowitz, author of **Marketing without Megabucks**) have posted articles by the author. These include Death of Feature Benefit Selling and Proposals Allow a Prospect to Steal your Brainpower.

**HUMOR SEARCH** has awarded the sales horror story website the highest-possible rating - 5 stars. This rating is given to less than 3% of all submitted humor sites.

“Very funny stuff.”

Jaclyn Easton Author of the best-seller **StrikingItRich.com** and Los Angeles Times web reporter.

I \*loved\* that one on your site about "John Madden". How cool.

Ray Owens **Joke A Day**, the original and largest humor source on the Internet (Ray later used another favorite sales story in a video clip on his site)

## **DALLAS MORNING NEWS**

Selling Points by Carla D'Nan Bass

## **NEW YORK LIFE INSURANCE AGENT WEBSITE**

SalesAutopsy.com takes a comical, postmortem look at failed sales as a lead generator for sales consulting services. Okay, 'fess up. We've all been there, but fortunately a rejection can be a good thing - a lesson. Better to learn from others than to make these particular mistakes yourself. At the site, you can read the sales horror stories from hell. Sign up for the monthly email newsletter and turn the failures of others into your fortunes.

## **SOUTHWESTERN LIFE INSURANCE WEBSITE**

**WEB DIGEST FOR MARKETERS** by best-selling author Larry Chase (**Essential Business Tactics for the Net**):

Okay, 'fess up. We've all been there, but fortunately a rejection can be a good thing -- a lesson. Better to learn from others than to make these particular mistakes yourself. At the site, you can read the sales horror stories from hell. Sign up for the monthly email newsletter and turn the failures of others into your fortunes.

**TARGET MARKETING EZINE** by Jim Sterne, best-selling author of *World Wide Web Marketing* and five other books