



Building Skills and Knowledge
in Sales, Leadership and Business Acumen

For Immediate Release

**Advantage Partner Bennett Phillips Among Top Thought Leaders
Sharing Their Best Sales Success Strategies in New eBook**

San Rafael, CA (March 19, 2015) – Bennett Phillips, a partner with [Advantage Performance Group](#), is among 21 of the world's top sales coaches, executives and thought leaders whose advice is featured in *The 90 Day Inside Sales Success Plan: For Newly Hired and Transformation-Minded Inside Sales Managers*, a new eBook from sales acceleration company [RingDNA](#).

The book is designed to offer sales leaders a plan to help them deliver sweeping results within a short period of time by asking the experts one question: *What's the most important strategic advice you'd give to help sales managers make transformative changes within 90 days?*

Drawing on an extensive background in leadership development, succession management and world class sales training, Phillips advises sales leaders to embrace Socratic management techniques.

"Take the time to get to know your direct reports. Learn what motivates them and what their aspirations are," he says. "Focus on asking great questions rather than just doing a lot of telling. When they come up with solutions on their own, accountability increases."

Get more advice from Phillips and tips from the other experts by downloading the eBook free of charge at www.ringdna.com/whitepapers/the-90-day-inside-sales-success-plan.

An Advantage partner since 2010, Phillips is dedicated to partnering with clients to establish creative learning solutions that drive behavior change and profitability. Based in Oakland, CA, he can be reached via email at bphillips@advantageperformance.com or via phone at (415) 298-6564.

Advantage Performance Group is a global professional services firm dedicated to providing a continuous stream of creative learning and consulting solutions that equip individuals, teams and organizations to be the best at what they do. We help leaders lead, sellers sell and businesses flourish.

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