



# The Z Factor Sales Accelerator From Vendor to Value Creator

*Cindy G. Goldsberry*

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## **The Z Factor Sales Accelerator From Vendor to Value Creator** Cindy G. Goldsberry

Is sales an art or a science? It is both...and successful sales professionals think, act and sell differently. ZFactor V2V celebrates the success of the sales professionals who have embraced the thinking behind what value means and have implemented proven business strategies that have transformed them from vendor (tired of being bid-out) to authentic Value Creators -- building highly successful professional and personal lives while creating significant value for others. ZFactor V2V is a sales map and new thinking tool designed to help sales professionals reach their goals by becoming Value Creators.

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