



## Tricia Raphaelian

Associate

Tricia Raphaelian has more than 25 years of experience in inside/field sales, sales management, marketing and communications. Prior to joining ValueSelling Associates, she managed the Western U.S. sales organization for Gartner Inc., where she was a consistent top producer. She also led Gartner's best-in-class sales training organization to deliver various skills curricula while mentoring and modeling sales professionals in real world situations. The foundation of this training was ValueSelling, which led to positive sales results.

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Tricia also has an extensive background in agency/corporate communications, marketing and public relations. She has been affiliated with The Benjamin Group/Weber Shandwick (Interpublic Group) and The Hoffman Agency, where her client portfolio comprised several start-ups as well as Fortune 500 companies, including Motorola. This experience has molded Tricia's firm belief that to reap the most compelling sales results, sales and marketing must be aligned. She coaches professionals on building messages and questioning techniques that create demand and differentiate their capabilities. Then, she teaches them how to draw out and grow a prospect's perceived value for that differentiation.

As one of ValueSelling's first students, Tricia is a veteran of the ValueSelling process. Her unique approach to rolling out and institutionalizing the ValueSelling process to achieve high impact results, makes her a frequently requested speaker, facilitator and consultant. Tricia has guided ValueSelling implementations at tech companies including Adquest Inc., ARC, Avocent Inc., Dell Computer Corp., META Group Inc., Scient, Toshiba America Information Systems Inc., Yankee Group; she has also led ValueSelling programs at Adobe, A Place for Mom, MediaMap/Bacon's/Cision Inc., Monster Inc., Vaisala, and two of the largest PR/Communications agencies in the world.

She holds a bachelor's degree from Loyola Marymount University in Los Angeles.

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