



## Rick McAninch

Associate

Rick McAninch, a Founding Associate of ValueSelling Associates, specializes in working with companies that are facing challenges created by the changing economy, acquisitions, competition and a host of other sales management complexities. Rick has consulted with leading companies worldwide including: Sun Microsystems, Microsoft, LexisNexis, Blackbaud, Inc., and a host of other technology, service, healthcare and financial organizations.

Prior to joining ValueSelling in 1996, Rick led North American Sales for a division of Harris Corporation where he successfully implemented and reinforced the ValueSelling process. Under his direction, the sales organization moved from product feature/function selling to high-level business impact selling resulting in a 30% revenue increase in less than nine months.

Rick worked his way up from technical and marketing positions to consistently be the top revenue producer at the individual sales, district manager and regional director levels. After successfully initiating a National Accounts program, he was promoted to lead the North American sales and support effort at Harris and played a key role in guiding the company through several new product introductions.

In his current role with ValueSelling Associates, Rick delivers sales process consulting, training and keynote speeches around the world. He combines his experience and knowledge with practical applications to motivate and educate sales organizations in both large and small companies.

To gain sales revenue insights, listen and subscribe to the podcast: The B2B Executive Experience.

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