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FOR IMMEDIATE RELEASE

**Evan de la Torre of Challenger Performance Optimization
Discusses the Special Skills Needed for Complex B2B Sales**

Atlanta, GA - In a follow-up webinar to one of the most highly rated presentations at ECIA's Executive Conference, Evan de la Torre gave listeners invaluable insights into the challenges of complex sales such as those within the electronics component industry. The high tech B2B sales process has been turned upside down by globalization, the digitization of communications, rapidly changing customer expectations and other factors making it very difficult to find and influence the key decision-makers. This webinar offered practical ways to identify and leverage all types of customer profiles based on solid and painstaking research.

The company's factor analysis of hundreds of survey questions identified seven customer profiles that operate within the customer organization. The successful sales person learns how to find and engage the right people within the customer organization to close these complex negotiations. Rather than focusing on those individuals who are not likely to advance the goals of the salesperson, de la Torre explains how essential it is to find and engage with Mobilizers, Go-Getters and Teachers during the process to ensure the decision-maker team reaches a consensus to purchase your solution.

ECIA members can access the webinar via <https://www.ecianow.org>. Save the date for March 29 when ECIA will present another in our series of webinars. Invest 45 minutes and discover how to shape your company's success and influence your team members to create a championship company culture.

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.