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Summary:

Steve W. Martin is the foremost expert on “Sales Linguistics,” the study of how salespeople and customers use language during the decision-making process. Steve is noted sales researcher who has written thirty-five Harvard Business Review articles. He takes great pride in providing relevant insights on key sales topics that are referenced by sales leaders all around the world. He is the author of five “Heavy Hitter” series titled books on the human nature of complex sales. His latest book is titled *Heavy Hitter I.T. Sales Strategy: Competitive Insights from Interviews with 1,000+ Key Information Technology Decision Makers and Top Technology Salespeople*. His sales training program has helped over 100,000 salespeople become top revenue producers at companies including Google, PayPal, IBM, HP, and Lenovo. He is a recipient of the Marshall Golden Apple Teaching Award.

Books:

(6) *Heavy Hitter I.T. Sales Strategy: Competitive Insights from Interviews with 1,000+ Key I.T. Decision Makers and Top Technology Salespeople*. Tilis Publishers, November 2014.

(5) *Heavy Hitter Sales Linguistics: 101 Advanced Sales Call Strategies for Senior Salespeople*. Tilis Publishers, November 2011.

(4) *Heavy Hitter Sales Psychology: How to Penetrate the C-Level Executive Suite and Convince Company Leaders to Buy*. Tilis Publishers, September 2009.

(3) *Heavy Hitter Sales Wisdom: Proven Sales Warfare Strategies, Secrets of Persuasion, and Common-Sense Tips for Success*. John Wiley and Sons, October 2006.

(2) *The Real Story of Informix Software and Phil White: Lessons in Business and Leadership for the Executive Team*, Sand Hill Publishing, November 2005.

(1) *Heavy Hitter Selling: How Successful Salespeople Use Language and Intuition to Persuade Customers to Buy*, John Wiley and Sons, October 2004.

Sales Organization Performance Research Projects:

B2B Buyer Persona Research Report, 2017

How B2B Buyers Select Between Vendors and Salespeople, 2017.

The Sales Persona Research Report, 2016.
The Similarities and Differences of Men and Women in Sales, 2016.
How Location Impacts Selling and Sales Leadership Styles, 2016.
Sales Forecasting Research: Who Are the Most Accurate Sales Forecasters, 2016.
The Sales Organization Performance Gap: The Differences Between High Performing and Underperforming Sales Organizations, 2015.
A Comparison of High Performing and Underperforming Salespeople, 2015.
A Comparison of High Performing and Underperforming Sales Managers, 2015.
How Compensation Impacts Sales Organization Quality and Performance, 2015.
Key Success Factors that Separate Excellent from Average Sales Organizations, 2015.
The Truth About the Field Sales to Inside Sales Migration Trend: A Sales Organization Study, 2014.
The Sales Metrics That Matter Most, 2014.
The Personality Attributes of 1,000 Top Salespeople, 2011.

Harvard Business Review Articles (available on www.stevevmartin.com)

7 Reasons Salespeople Don't Close the Deal
6 Reasons Salespeople Win or Lose a Sale
Similarities and Differences Between Men and Women in Sales
What Drives Salespeople in Different Regions
Salespeople Work Differently in Different Parts of the U.S
A Portrait of the Overperforming Salesperson
A Portrait of the Overperforming Salesperson
The Seven Attributes of the Most Effective Sales Leaders
Video: What Sets Sales Teams Apart
What Separates the Strongest Salespeople from the Weakest
What Top Sales Teams Have in Common in 5 Charts
Win More Sales with an Indirect Strategy
Why Sales Organizations FAIL
THE 12 SALES METRICS THAT MATTER MOST
The TREND that is Changing Sales
The Seven Types of Sales Managers
Research: How Sensory Information Influences Price Decisions
Why Customers Don't Buy
Use Sales Linguistics for Winning Presentations
Top Salespeople Use LinkedIn to Sell More
Ten Reasons Salespeople Lose Deals
Is Your Sales Organization Good or Great?
Top 10 Sales Trends and Metrics
Plan Your Sales Call Strategy
Top Reasons Salespeople Lose Business
Win the Business with this Elevator Pitch
Understanding Five Types of Sales Coaches
What's Wrong With Your Sales Training Program
Strategies for Answering Customers' Questions

Are You a Closer? Take the Test
How to Close a Sales Call
Are Top Salespeople Born or Made?
Seven Personality Traits of Top Salespeople
Persuasion Tactics of Effective Salespeople
Why Sales and Marketing Are at Odds or Even War
How to Hire a VP of Sales
A Salesperson's Seven Deadly Sins

Professional Background:

2001-Present Founder, Heavy Hitter Sales Training and Consulting
2009-Present University of Southern California, Marshall MBA Program, Adjunct Professor. 2012 Golden Apple Award Winner.
2008-2010 University California Berkeley, Haas MBA Program, Adjunct Professor

Sales Training and Sales Effectiveness Consulting Clients:

Steve W. Martin's services include sales force effectiveness consulting, comprehensive win-loss analysis studies, sales training workshops, and keynote presentations. His clients are world leading companies including:

Accent Learning Environments	Berbee Information Networks	Datacert
Acell Pharmaceuticals	Best Manufacturing	Dawn Food Products
Activant Solutions	Beyondtrust Software	Demand Solutions
Axiom	BillMeLater	DHL Global Mail
Advanced Voice Speech Technologies	Birst Analytics Software	Document Sciences - EMC
Akamai	Bitsight Technologies	Dovetail Systems
Allmark	Blackboard	Dyntek
Allscripts	Blitz Digital Agency	Eaton Vance Investments
Allstate Insurance	Boston Scientific	Ebay
American Electronics	Brandsen Floors	Echelon
Association	Brook Recognition Systems	Edgar Online
Amerisan	Bruker Corporation	Elta MD
ANSYS Software	Cadence	Engenio
Applied Materials	Calabrio Software	Ennovation Controls
Apptis	Captiva Software - EMC	Envoplan
Armstrong	CareLearning	Epicor Software
Arrow	Catalina Marketing	Eselvier
Attachmate	Central Life Sciences	ESRI
AT&T	Charles River Development	Evans Consoles
Atlantis Computing	Chamberlain Group	Everbridge
Automic Software	CipherCloud	Experian
Automotive Resources International	Computer Generated Solutions	EZstak
Axeda	Compview	Ferring Pharmaceuticals
Axway	Connect Solutions	Fluke Networks
Bacterin	Convergys-Intervoice	FSA Foods
Badgermeter	Convey Compliance	FusionStorm Technology
BAE Systems Geospatial	CornerstoneOnDemand	FW Murphy Company
BakBone Software	Coupons.com	Gallagher Company
BEA Systems - Oracle	Crestron	GEA
Bear Data Systems	CSG International	GCI
	Cylance	General Communications
	Dassault Systèmes	Global Healthcare Exchange

Global Knowledge
Globoforce
Global Technology Resources
Inc - GTRI
Google
Graybar
GT Nexus
Habit Action
Hawaii Visitors Convention
Heartland Payment Systems
HD Smith Company
Honeywell
Hot In Place Recycling
Hubert
I4 Commerce
IBM
IBM Int'l User Group
ICAN
IJ Company
Incedo IT Services
inContact
Industramark
Infogain
Infostretch
Ingersoll Rand
Interactive Audio Visual
Iona Software - Progress
Software
i-Pass
IPNET Solutions
ISI Solutions
ISI Telemanagement Solutions
Isilon Systems - EMC
Jasper Engines
JRG Software
Jost International
Keystone Logic IT Services
Kawasaki
KI Furniture
Konecranes
Kratos Defense Solutions
Krones
Kronos
Learn.com
Lenovo
Lesker Company
Liaison Technologies
LifeSize
LogicalApps - Oracle
Logitech
LSI Logic
Lynda.com - LinkedIn
Malware Bytes
Marquis Jets - NetJets
Mathsoft
Mathworks Software

Maytag
McAfee
Medata Medical Billing
MetaStorm Software
Metavante
MetricStream Software
Milford Pipelines
Mindjet Software
Morgan Stanley
Mphasis - Hewlett Packard
MSC Software
Music Maker Software
MySQL - Oracle
NEC
Network Hardware
Newly Weds Foods
Nextance
Niku
Nimble Storage
Nixon Peabody
Nokia Seimens Network
Norwest Ventures Summit
Nth Computing
Nuance
Neudesic
Oasis Outsourcing
Office Link Group
Omnisite
ON24
Open Solutions
Operational Performance
Systems
Ossur
PayPal
Pegasystems
Pfaff
Philips Lumileds
Physicians Formula
Picis Software
Pillar Data
Pitney Bowes Business Insight
Pivot Solutions
Pomeroy IT Solutions
Poulin
Power Equipment Company
Precision Drilling
Proofpoint
Prudential
Purolator
Q1 Labs
QAD Software
Quality Edge
Quotient Technologies
Recall
Rigaku MSC

Reproductive Medicine
Associates
Riverbed Technology
Rocket Software
Roof and Building Services
Rosetta Stone Software
Safeguard Global Payroll
Sage Publications
San Diego Software Council
Samson Rope Technologies
Saudi Arabian Airlines
Savvis - CenturyLink
Sempra Utilities
Sendmail
Shaw Industries
Showadenko
Shukla Medical Technologies
Sigma Technology Solutions
Silverlink Communications
SMA Medical
Smith Optics
Society of Digital Agencies
Software Enterprise Conference
Software Conference
SolidWorks Software
Sopheon
Sourcefire - Cisco
Southern California Gas
Space Claim Software
Spacestor
Spectrum Brands
Spheris
Stance Healthcare
Standard Register
Stanford University
Sterling Commerce - IBM
Staples
Stryker
Sungard
Sungard Insurance Systems
Sungard Financial Systems
Syntel
T4G IT Consulting
Takumi Technologies
Taleo - Oracle
TC Communications
Tealeaf Technology
Teamquest Software
Tech Data
Tecsyst Development
Telecity Data Centers
Telelogic - IBM
Teletracking
TELUS
Thinklightweight

Third Brigade Software - Trend Micro	Uhlich Medical United Industries	Vitria Software Webfortis
Thunderhead Software	UPM Raflatac	Werner Enterprises
Tradebe Environmental Services	USI Insurance	Wolters Kluwer Health Systems
Trane	UTI Worldwide Logistics	Wonderware Software
Triad Financial	Velocify	Workbrain - INFOR
Triple Point Technology	Verimatrix	Workspace48
TriQuint Semiconductors	Verisurf Software	Wuxi AppTec
TRS-Rentelco	Visionary Integration	Xfinity
Truven Health Analytics	Professionals	Young Presidents Organization
Turnitin	VitaCost	

Articles, Interviews, and Media Coverage (available on www.stevemartin.com):

- (212) Huffington Post - The Truth About Why Salespeople Lose Deals
- (211) Accelerate Sales! - The Value of Salespeople According to B2B Buyers with Steve W. Martin
- (210) Inc Magazine - 15 Great Books You Should Definitely Read This Year
- (209) Harvard Business Review - 7 Reasons Why Salespeople Don't Close Deals
- (208) DMN Marketing - B2B Buyers and Sellers Need to Fix their Relationship
- (207) DiscoverOrg - What B2B Buyers Want from Salespeople
- (206) Content Strategy - B2B Buyers Aren't Happy With Salespeople
- (205) Harvard Business Review - 6 Reasons Salespeople Win or Lose a Sale
- (204) Harvard Business Review - What Drives Salespeople in Different Regions
- (203) Harvard Business Review - Salespeople Work Differently in Different Parts of the U.S
- (202) Forbes - How IOT Refines What Sales Success Really Is
- (201) Harvard Business Review - A Portrait of the Overperforming Salesperson, June 2016.
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- (194) Ambition Blog – Why You Suck as an Inside Sales Manager, May 2015.
- (193) "What Separates Strongest Salespeople from Weakest," Harvard Business Review, March 2015.
- (192) "The Truth About the Field to Inside Sales Migration," Inc Magazine, March 2015.
- (191) "What Top Sales Teams Do With Quotas That Average Teams Don't," Hubspot Sales Blog, February 2015.
- (190) "Top Technology Companies to Sell for in 2015," Sandhill.com, February 2015.
- (189) "No Cowboys Here: Teamwork, Culture Leads to Sales Success," CMS Newswire, February 2015.
- (188) "New Research Reveals Personality Traits of the Best Sales Reps," Hubspot Sales Blog February 2015.
- (187) "Why you lost the Sale, the Most Common Reasons," Media Sales Today, February 2015.
- (186) "Secrets of High Performing Sales Organizations," Salesforce Research, February 2015.
- (185) "How High Performing Sales Organizations Differ from Others," Smart Selling Tools, January 2015.
- (184) "What Top Sales Teams Have in Common," Harvard Business Review, January 2015.
- (183) "The 7 B2B Books to Read for 2015," RingDNA Sales Blog, January 2015.
- (182) "What to High Performing Sales Teams Have in Common," Hubspot, January 2015.
- (181) "Why Did I Lose the Deal?," Sales and Service Essentials, January 2015.
- (180) "Sales Organization Performance Gap," Sales Force Research, January 2015.
- (179) "The Salesperson's Mind," Sales and Service Essentials, November 2014.
- (178) "Why Technology Salespeople Lose," Sand Hill.com, April 2014.

- (177) "A Game Plan for Job Seekers," Wall Street Journal, March 2014.
- (176) "Why Sales Organizations FAIL," Harvard Business Review, January 2014.
- (175) "THE 12 SALES METRICS THAT MATTER MOST," Harvard Business Review, December 2013.
- (174) "More Companies Embrace Inside Sales," CRM Magazine, December 2013.
- (173) "Sales Leaders Confirm Shift to Inside Sales," Marketing Charts, December 2013.
- (172) "Report Offers Sales Strategies Insights," American Training Society, November 2013.
- (171) "The Trend That is Changing Sales," Harvard Business Review, November 2013.
- (170) "How to Select a Sales Meeting Speaker," Sales Journal, December 2013.
- (169) "Why Your Sales Team Needs Sales Linguistics," Yesware, November 2013.
- (168) "The Trend That is Changing Sales," Harvard Business Review, November 2013.
- (167) "The Seven Types of Sales Managers," Harvard Business Review, September 2013.
- (166) "Steve Martin Interview - How Digital Agencies Can Increase Sales," Social Driver, September 2013.
- (165) "The Truth About 50+ Year Old Salespeople," Sales Journal, June 2013.
- (164) "Research: How Sensory Information Influences Pricing Information," Harvard Business Review, July 2013.
- (163) "Why Customers Don't Buy," Harvard Business Review, July 2013.
- (162) "Use Sales Linguistics to Structure Winning Presentations," Harvard Business Review, June 2013.
- (160) "How Top Salespeople Use LinkedIn to Sell More," Harvard Business Review, April 2013.
- (159) "Is Your Sales Organization Good or Great?," Harvard Business Review, April 2013.
- (158) Top Reasons Salespeople Lose Deals," Harvard Business Review, March 2013.
- (157) "Are You A Contagious Salesperson?," Sales Journal, April 2013.
- (156) "The Top 20 Technology Companies to Sell For," SandHill.com, January 2013.
- (155) "Why You Lost the Sale," Media Sales Today, Media Sales Today, January 2013.
- (154) "USC Marshall Makes it Mark at Sales Competition," USC Marshall News, January 2013.
- (153) "Top 10 B2B Sales Trends for 2013," Harvard Business Review, December 2012.
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- (151) "Elevator Pitch to Win the Business," The Conference Board, September 2012.
- (150) "15 Classic Leadership Books You Should Read," Addicted to Success, September 2012.
- (149) Harvard Business Review – Win the Business with this Elevator Pitch, August 2012.
- (148) "Understanding the 5 Types of Sales Coaches," Harvard Business Review, July 2012.
- (147) "What's Wrong With Your Sales Training Program," Harvard Business Review, July 2012.
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- (146) "7 Fascinating Facts About A Salesperson's Mind," Sales Journal, July 2012.
- (145) "Strategies for Answering Your Customers Toughest Questions," Harvard Business Review, June 2012.
- (144) "What's Wrong with Your Sales Training Program," Harvard Business Review, June 2012.
- (143) "Are You A Closer? Take the Test," Harvard Business Review, May 2012.
- (142) "Why Did I Lose ? Six Win-Loss Analysis Questions," Sales Journal, April 2012.
- (141) "Delve Into Customer Psyches to Become a Master of Persuasion," ThinkSales Magazine, March 2012.
- (140) "Surefire Sales Linguistics for Closing," Openview Partners, March 2012.
- (139) "Top Sales Trends for 2012," Media Sales Today, March 2012.
- (138) "How to Close a Sales Call," Harvard Business Review, December 2011.
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- (136) "If Sigmund Freud Was Your Sales Manager," Sales Journal, November 2011.
- (135) "Personality Study of Top 1000 Technology Salespeople," Sand Hill, November 2011.
- (134) "USC Wins MIT Sales Contest." USC Marshall News, November 2011.
- (133) "If Sigmund Freud Was Your Sales Manager," Social Salesperson, September 2011.
- (132) "Salespeople Should Walk Softly," Selling Power Magazine, August 2011.
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- (130) "Saudi Airlines Customer Orientation," Arab News, August 2011.
- (129) "Are Top Salespeople Born or Made," Harvard Business Review, August 2011.
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- (127) "IT Sales Strategy," Openview Partners, June 2011.
- (126) "Seven Personality Traits of Top Salespeople," Wall Street Journal, June 2011.
- (125) "Seven Personality Traits of Top Salespeople," Harvard Business Review, June 2011.
- (124) "Seven Personality Traits of Top Salespeople," CEO.com, June 2011.
- (123) "Sales Management Styles," eHow Money, May 2011.
- (122) "5 Truths About Selling to the C-Level," SoldLab Magazine, April 2011.
- (121) "How to Ruin a National Sales Meeting," Sales Journal, April 2011.
- (120) "Pitching at the C-Level Without Striking Out," Openview Partners, April 2011.
- (119) "Best of 2010: When Selling, Watch Your Words," Media Sales Today, December 2010.
- (118) "75 Top Business Blogs of 2010," Business Pundit, December 2010.
- (117) "2010 List of Top Blogs," Proteus B2B Marketing, November 2010.
- (116) "What's More Important: What You Say or How You Say It," IT Sales Blog, November 2010.
- (115) "Persuasion Tactics of Great Salespeople," Harvard Business Review, October 2010.
- (114) "Watch Your Words," Media Sales Today, October 2010.
- (113) "Why Sales and Marketing are at Odds or Even War," Harvard Business Review, September 2010.
- (112) "How to Hire a VP of Sales," Harvard Business Review, September 2010.
- (111) "Cowcatchers from the Great Communicator," Computer Networking Copywriter, September 2010.
- (110) "A Salesperson's Seven Deadly Sins," Harvard Business Review, August 2010.
- (109) "Top 10 B2B Blogs You Cannot Afford to Miss," Modern B2B Marketing, August 2010.
- (108) "5 Truths About Selling to the C-Level," OpenView Partners, August 2010.
- (107) "To Understand the Customer, Listen at All Levels," Sales Machine, June 2010.
- (106) "Heavy Hitter Sales Blog Ranked #1 Sales Blog," Buyer Zone, June 2010.
- (105) "The Truth About Older Salespeople," Customer Collective, June 2010.
- (104) "Top Ten Popular Sales Blogs," Blogs.com, June 2010.
- (103) "Steve W. Martin Interview: Ego Behind Every Purchase," Follow the Lead, May 2010.
- (102) "Favorite Sales Manager Sayings and Clichés," Sales Journal, April 2010.
- (101) "The Six Real Reasons to Fire Your VP of Sales," Sterling Hoffman Newsletter, March 2010.
- (100) "Heavy Hitter Sales Psychology," 800 CEO READ, March 2010.
- (99) "Seven Deadly Sins of Software Salespeople," Software Sales Journal, March 2010.
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- (98) "7 Marketing Sites to Help You Make Better Decisions," Marketing.com, November 2009.
- (97) "Persistence," Sales 2.0, October 2009.
- (96) "Steve W. Martin Interview," B2B Sales Blog, September 2009.
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- (94) "7 Strategies for Underdog Sales Reps," September 2009.
- (93) "Jumping Sales Revenue," BusinessWeek, August 2009.
- (92) "Why Selling is Like Indy Car Racing," Media Sales Today, August 2009.
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- (90) "Top 100 Sales Meeting Location Ideas," Business Strategies, July 2009.
- (89) "Sales PowerPoint: Earn the Right," High Tech Marketing, June, 2009.
- (88) "Heavy Hitter Sales Blog the #1 of Top 100 Sales Blogs," Management Degree, June 2009.
- (87) "The Truth About Older (50+) Salespeople," Sales Journal, June 2009.
- (86) "Five Recession Sales Tips (Einstein, Insanity, & You)," Sales Link, April 2009.
- (85) "Selling in a Recession," Sales Journal, March 2009.
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- (82) "Five Annual Sales Meeting Ideas," Sales and Marketing Management Magazine, October 2008.
- (81) "Sales Strategies from the Presidential Campaign Software," Sales Journal, October 2008.
- (80) "Sales Communication Skills," Construction Development September 2008.
- (79) "How to Select a Sales Kickoff Theme," Small Business Center September 2008.
- (78) "Understanding Your Sales Manager," SalesMarks July 2008.
- (77) "The Top 10 Sales Mistakes Sales," Sales Strategy July 2008.
- (76) "Sales Success Quotient with Steve Martin," Sales Machine June 2008.
- (75) "Selling to the CIO," Software 2008 Conference Proceedings, April 2008.
- (74) "Selling Software in a Recession," Sandhill.com, March 2008.
- (73) "The Best Recession Sales Strategy," Sales and Marketing Management Magazine, March 2008.
- (72) "How to Select a Sales Meeting Keynote Speaker," Meeting Masters, March 2008.
- (71) "How Ronald Reagan Would Change Your Corporate Presentation," All Business, March 2008.
- (70) "The Four Types of IT Department Buyers," Software Sales Journal, February 2008.
- (69) "Top Five Sales Kickoff Meeting Mistakes," Sales Motivation, January 2008.
- (68) "Heavy Hitter Sales Wisdom Book Review," Sales and Marketing Management Magazine, October 2007.
- (67) "How to Select a Sales Kickoff Keynote Theme," Presentations Magazine, October 2007.
- (66) "Becoming a Sales Champion: Lessons from USC Football," Manage Smarter, September 2007.
- (65) "Becoming a Sales Winner: Advice from Bill Walsh," Sales and Marketing Management Magazine, August 2007.
- (64) "Steve W. Martin Interview," Mind Manager Newsletter, August 2007.
- (63) "Legendary Coach Bill Walsh's Advice to Software CEOs," Sandhill.com, August 2007.
- (62) "How to Use Intuition to Become a Heavy Hitter: Steve W. Martin Interview," Selling Power Magazine, June 2007.
- (61) "Why Sales and Marketing are at Odds (and Sometimes Even War!)," Sales Motivation, May 2007.
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- (59) "The Winners, Losers, and Buzz Kill," Incentives Magazine, March 2007.
- (58) "Sales Warfare Strategies: Interview with Steve W. Martin," Salesopedia, April 2007.
- (57) "Selling and Warfare: Interview with Steve W. Martin," Selling Power Magazine, March 2007.
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- (54) "Heavy Hitter Selling: Steve W. Martin Interview," Sales Rep Radio, March 2007.
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- (50) "Book Summary: Heavy Hitter Sales Wisdom," Business Summaries, January 2007.
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- (47) "Sales Warfare Strategies: Steve W. Martin Interview," Sales Rep Radio, November 2006.
- (46) "Lessons for CEOs and CFOs from the Rise and Fall of Informix Software," November 2006.
- (45) "How to Cope With Losing," Real World Selling Radio, October 2006.
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- (30) "How to Cope with Losing," Selling Power Magazine, February 2006.
- (29) "Death of a Software Company," Optimize Magazine, February 2006.
- (28) "Why Crossing the Chasm Still Matters!" InformationWeek Magazine, February 2006.
- (27) "Useful Books to Start the New Year," Orange County Register, January 2006.
- (26) "Harvard Business School Review: Heavy Hitter Selling," Harvard Business School, January 2006.
- (25) "Silicon Valley CEO Failure: Seven CEO Lessons for 2006," Sterling Hoffman Newsletter, January 2006.
- (24) "The Science of Heavy Hitters," Business Digest Magazine, January 2006.
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- (19) "Required Reading for Every Business School," Software CEO, November 2005.
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- (16) "Book Recommendations: Enough Reading for a Lifetime," RT Capital Management, November 2005.
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- (11) "New Book Creates Controversy," Yahoo, October 2005.
- (10) "Larry Ellison's Legal Woes," San Francisco Chronicle, September 2005.
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