



### **About Bill Farquharson**

Bill Farquharson has a long history of driving sales momentum through his various training programs and initiatives. Every Monday, over 4,000 people from all over the world listen to Bill's free audio—and now video!—sales tip, which ranges in subjects such as time management to overcoming objections to beating voice mail. Bill is unapologetically Old School in his thinking and coaching, but New Age in his approach and communication style. As a columnist and Blogger for Graphic Arts Monthly, Bill shares wit and wisdom from the experienced mind of a 27 year print sales veteran. Bill can be reached at [bill@aspirefor.com](mailto:bill@aspirefor.com) or by calling 781-934-7036.

### **About Aspire For, Inc.**

Aspire For, Inc. is in the business of teaching sales people and selling owners how overcome sales challenges in the print, digital print, and VDP markets. We ask our customers, "Why aren't you selling more?" then help them to eliminate each answer and knock down each obstacle. Each of Aspire For's innovative training programs combines call quality with accountability, holding program participants to their sales activity commitments. The net result is more and better appointments, a loyal customer base, and improved profitability. Regardless of economic conditions, the fundamentals of selling never change. Aspire For drives sales momentum in any market for any printing company.

### **More on Bill's background**

If you cut Bill in half and counted the rings, you'd stop at 48. Two weeks after graduating with a Marketing degree from the University of Massachusetts/Amherst in 1982, he went to work for UARCO Business Forms where he had the good fortune to be professionally trained as a sales person. It was there that he learned how to solve problems and earn orders. Four years later at the age of 25, Bill struck out on his own and brokered forms, printing, and just about anything else a client needed. By the time his small company topped \$1MM in sales, digital printing was becoming more than a whisper and Bill made the transition from sales person to public speaker and sales trainer. That was 1992. Since then the best word to describe Bill's work would be "Evolution." That is, he has evolved with market changes.

Now, in 2009, Bill offers personal sales training that reaches back to the fundamentals of his youth and includes the new communication rules of today.

### **Personal Information**

As you might know from reading his Graphic Arts Monthly columns, Bill is the father of three outgoing teenaged girls. Brought up to believe that you contribute a portion of your income and a portion of your time, his volunteer activities include President of the Duxbury Youth Softball league, sitting on the Vestry of St. John's Episcopal Church, and helping out the Island Creek Oyster Foundation.

Whew! I'm exhausted from writing in the third person!