

## Sales Empowerment to Drive Sales Effectiveness


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### What's the buzz



## Advisory Board

The mission and mandate of the CLOSE Advisory Board is to provide insight based on real-world experience, to guide the development and growth of the CLOSE thought leadership program, and to suggest methodologies, best practices and solutions thanks to their own experience and domain knowledge.

The advisory board includes two distinct committees: The Corporate Liaison Committee and The Academic Liaison Committee. The Corporate Liaison Committee is made up of corporate sales executives from prominent global companies who are involved in the overall sales process. The Academic Liaison Committee's members are academics from business schools of top-tier universities from around the world.

All members of the CLOSE Advisory Board are experts and luminaries in their fields and offer a wealth of knowledge, experience and battle-tested best practices to improve and optimize sales effectiveness.

### Faculty Board



**Peter Cohen**  
**Founder**  
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**Author**  
 Salesforce Secrets of Success  
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