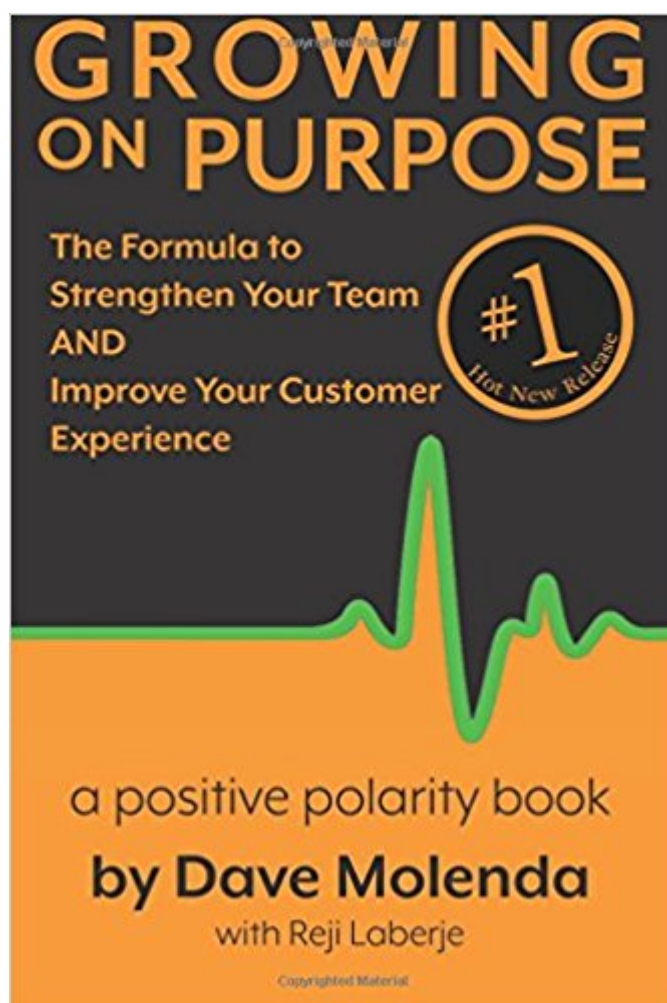


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# Growing On Purpose: The Formula To Strengthen Your Team AND Improve Your Customer Experience



## Synopsis

Best-selling author and marketing expert Jessica Akin says it best, “Dave Molenda combines an impressive sales pedigree and entrepreneurial background with his expertise in strength-based selling and personality assessments to help underperforming sales teams amp up their game and top performers reach even greater heights.” In his book, *Growing On Purpose: The Formula to Strengthen Your Team AND Improve Your Customer Experience*, Dave brings together expansive sales experience to show readers how to combine team strength (achieved through intentional communication) and positive, individualized customer experiences to achieve a fully engaged business. Through his unique model of Guidance and Support, Molenda is immediately both relatable and practical. Thoroughly backed up with statistics and studies, he introduces the must-know formula to GROW as a person and a business . . . on purpose.

## Book Information

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## Customer Reviews

You can tell that Dave writes base on his "real world" experiences. Excellent book!

Real world, practical tools to use when growing by mistake becomes no fun!

“Dave has been a part of our team for many years. Dave brings his knowledge and enthusiasm to every meeting. He continues to stimulate and educate our team’s understanding of who we are and how we can best relate. Dave offers a professional yet spirited

approach to building positive team relationships. We can count on him to teach us new and important life lessons at each meeting we have. We enjoy working with Dave and continue to place our confidence in him and the way he helps our team interact with each other and all those we meet!

Richard Sherer  
Owner, Deep River Partners, Ltd.

Exceptional sales professionals are among the toughest roles to hire and retain because of their seemingly innate ability to ferret out opportunities, build relationships, and close deals. But exceptional sales professionals can be taught and developed under the right coach. I would hire Dave in a second to coach my sales team and speak at a sales event or conference. He combines an impressive sales pedigree and entrepreneurial background with his expertise in strength-based selling and DISC assessments to help underperforming sales teams amp up their game and top performers reach even greater heights. He's personable, funny, and can engage any team. I love his premise of getting to the heart of prospect and client needs to establish trust and tell a compelling story. I also think his practical, boots on ground focus on the importance of sales analytics, metrics, goals, and activities to build pipeline is integral to any company's success.

I was in the process of hiring for a sales position. I turned to Dave because he offers a DISC Assessment that focuses on Sales. What an eye opener! Dave walked me through the profiles of the candidates and showed me exactly what I needed to see. Dave is patient, extremely knowledgeable and expert in the areas of professional development. If you are looking for someone to coach your team in the right direction, you don't have to look any further than Dave Molenda.

Mervyn Byrd  
Director of Sales & Leadership Development  
Waukesha County Business Alliance

"I wish I would have had Dave's book "Growing on Purpose - The Formula to Strengthen Your Team AND Improve Your Customer Experience" when I was trying to grow the businesses that I have managed or started. The specifics of his game plan and the priority he gives the customer experience in that plan may just change the way you think about growth...for the good."

"Dave Molenda displays the best of positive, passionate business skills. His keen sense of process, combined with a firm grasp of the challenges business face, provides solid insight

for leaders today. Dave is a solid, forward-thinking, servant leader! ÆfÂçÃ â ÑÃ Â•Nick Ringger,  
CEOThe Community Warehouse

Dave shares his unique take on leadership through stories of persevering in the construction industry during the 2008 economic downturn. Tried and true leadership approaches coupled with real examples of leadership success makes this a relevant read for any leader.

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