



## Tricia Raphaelian

Managing Partner

Tricia Raphaelian has more than 30 years of experience in inside/field sales, global accounts, sales management, and sales enablement. Her early sales experience was gained at Gartner Inc., where she was a consistent top producer prior to managing. She also spent time in Gartner's best-in-class learning and development organization to deliver skills curricula while mentoring and modeling in real-world sales situations. The foundation of this training was the ValueSelling Framework®, and she saw firsthand the positive quantifiable impact the framework had on shortening sales cycles, expanding deal size, improving forecasting, and increasing overall revenue.

Prior to her sales career, Tricia held positions in corporate communications, marketing and public relations – on both the agency and corporate sides. Her client portfolio comprised tech start-ups as well as Fortune 500 companies including Motorola. This experience molded Tricia's firm belief that to reap the most compelling sales results, sales and marketing must be aligned. Today, she coaches sales and marketing teams to build messaging and questioning techniques that create demand and value for their unique capabilities.

As one of ValueSelling's first students, Tricia is a veteran of the ValueSelling Framework methodology. Her unique approach to rolling out and institutionalizing the ValueSelling process to achieve high-impact results makes her a frequently requested speaker, facilitator and consultant. Tricia has worked with primarily tech companies — hardware, software and services -- including Adobe, Alteryx, Cisco, Dell, Dun & Bradstreet, InfoTech Research Group, META Group and Toshiba America Information Systems Inc. She has also led ValueSelling programs at two of the largest PR/communications agencies in the world.

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