

Charlie Thackston Publishes New Book Titled ‘Change Velocity: The Secret to Leading a Successful Sales Transformation’

“Many business transformations fail but not because they weren’t necessary or good ideas. They fail because the change does not happen fast enough.”

Atlanta, GA – If you feel like you are constantly scrambling to keep up with the accelerating rate of changes in your market, Charlie Thackston’s new book titled ‘Change Velocity: The Secret to Leading a Successful Sales Transformation’ can help. Through personal anecdotes from experiences in business and life, Charlie makes organizational transformation accessible.

Succeeding in today’s reality of accelerating change requires change velocity. Executives chartered with leading change to accelerate growth will learn how they can create change velocity to successfully lead sales transformations in their organizations. With summary questions at the end of each chapter to help you think through each step in the transformation process, Charlie makes organizational transformation real and achievable. This book will leave you equipped to identify areas in need of change, strategize plans of action, and implement transformation in your own company.

“In today’s world of breakneck change, many business transformations fail. It’s not because they weren’t necessary or good ideas, but because they do not happen fast enough,” says Charlie Thackston, President and co-founder of SOAR Performance Group. “My goal for the book is to provide a roadmap to help bring quick transformation to your business.”

The book was published through AuthorHouse and is available in digital, softcover and hardcover through the Amazon and AuthorHouse websites. More information and links here -

<http://www.soarperformancegroup.com/change-velocity-the-secret-to-leading-a-successful-sales-transformation/>

About the Author

Charlie Thackston has a passion for helping companies grow. This passion led to the founding of SOAR Performance Group, a consulting and training company, where he serves as president. SOAR Performance Group has a constant focus on helping clients drive changes in go-to-market strategy, sales approach, and sales skills to achieve new levels of performance. His prior experience includes sales and marketing leadership roles for early stage venture capital backed technology companies. In these roles, he was responsible for building sales teams, sales channels, and product positioning strategies to support successful initial public stock offerings. He holds master’s and bachelor’s degrees in business administration from the Terry College of Business at the University of Georgia.

About SOAR Performance Group (<http://www.soarperformancegroup.com/>)

SOAR Performance Group is a client-focused sales consulting and training company that concentrates on sales performance improvement. We accelerate results for our clients through the development and execution of new sales and go-to-market strategies. Clients achieve success through a unique process of insights, diagnostics, consulting and training centered on a comprehensive understanding and connection to each client’s business.

About AuthorHouse

AuthorHouse is the leading provider of supported self-publishing services for authors around the globe, with over 70,000 titles released. Whether you dream of seeing your book in bookstores, on TV, on the radio, or adapted into a film, AuthorHouse is committed to providing the tools and services to help you get started and realize your publishing dreams.