



John Baker and “The Asking Formula” to begin strategic business alliance with leading sales consultant Gary Higgins

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Higgins will leverage Baker’s intellectual property “The Asking Formula” in his current sales and service performance programs.

SAINT PAUL, MN (May 10, 2016) – John Baker today announced a strategic partnership with Gary Higgins to integrate Baker’s award-winning program, “The Asking Formula,” into Higgins’ current sales and service performance training platform. Higgins, who also leverages the strength of Miller Heiman (now MHI Global), offers a powerful package of sales processes and tools to drive sales performance and connect with customers. This partnership will further help organizations maximize the potential of their teams while delivering additional value to clients.

Said Baker, “I’m proud and excited for this partnership with Gary. He brings years of leadership and experience together with a terrific array of tools and programs that make organizations excited about training their people. With the addition of ‘The Asking Formula,’ Gary’s sure to help sales teams ask for – and get – what they want.”

Added Higgins, “John’s program is an immediate skill building aid for those who need to be more concise, focused, and diplomatically aggressive in asking for what they need... from any audience: prospects, clients or internal partners.”

Additionally, Higgins will leverage ASK U™, an ongoing training application of “The Asking Formula.” Users learn ongoing lessons from John Baker through interactive, video-based content, and cloud-sharing technology on mobile devices. Especially useful for skill practice, peer-to-peer sharing, and performance validation, it puts “The Asking Formula” into the palm of the user’s hand.

“I’m especially excited to share ASK U™ in my sales and account management process training. Many clients are geographically dispersed, making it difficult to provide ongoing

reinforcement and coaching. ASK U connects teams in a highly efficient fashion, to collect feedback, connect with their peers, and practice their ‘asks’ wherever they’re located and whenever they want.” stated Higgins.

ASK U™ is currently an enterprise-packaged solution, available on iPad®, iPhone® and Android™ devices.

About John Baker

Baker is the President and CEO of READY Thinking Worldwide: leading provider of thought leadership and training programs, including The Asking Formula. He is the author of two award-winning books: READY Thinking - Primed for Change and The Asking Formula – Ask For What You Want...And Get It.

John’s background includes extensive experience in sales, leadership, and personal development. His past jobs included roles of COO and SVP at such leading firms as American Express and Ameriprise Financial. He currently serves the Secretary of Defense as an expert in the DoD’s Yellow Ribbon Reintegration Program. Thousands of individuals across the globe have participated in John’s training programs and have benefited from his message.

About Gary Higgins

Gary Higgins is the Owner & Founder of Higgins Sales Associates, Inc. Higgins has facilitated programs in Strategic Selling®, Conceptual Selling® and Large Account Management ProcessSM (LAMP®) to hundreds of teams in multiple organizations throughout the US and Europe. His previous work includes Director of Sales Training & Development at AT&T Wireless, and 16 years of sales experience at IBM.

About The Asking Formula

The Asking Formula empowers people to immediately implement the most effective, straightforward and high-impact process for structuring best-in-class persuasive communications to achieve objectives.

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See [ASK U](#) in the iTunes store and on [Google Play](#).

For further information:

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