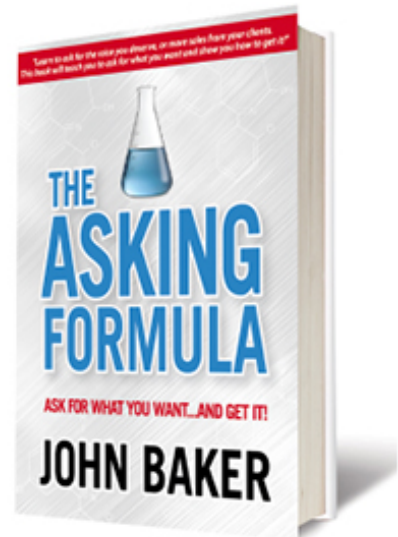


## John Baker and “The Asking Formula” Receive AA-ISP’s 2013 Book of the Year Award

*“The Asking Formula” effectively improves communication skills and changes behavior by teaching readers to ask for what they want and show them how to get it.*

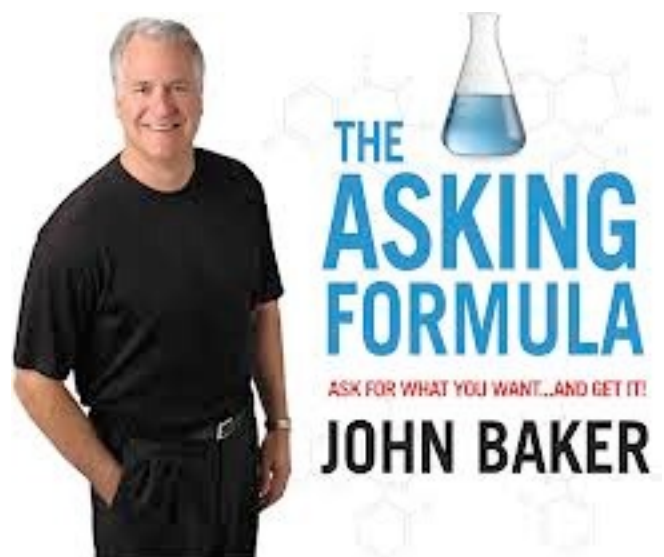
MINNEAPOLIS, MN (MAY 1, 2013) — The American Association of Inside Sales Professionals (AA-ISP) announced recently that “The Asking Formula” received Book of the Year Award during the 2013 AA-ISP Inside Sales Leadership Summit Awards banquet, held on April 10th at the Palmer House Hotel in Chicago, IL.

“The Asking Formula” was created by John Baker, America's #1 Asking Expert. As a former senior executive and sales professional at some of the country’s largest organizations, John witnessed the results of poor "asking" first hand and knew there was a better way. Successful people know how to persuasively and courageously ask for what they want. They follow a simple, six-step, repeatable process called “The Asking Formula.” John has taught his program to the country's leading companies and organizations, achieving remarkable results. [Learn more about “The Asking Formula” in this video.](#)



“It is an honor to recognize John Baker and “The Asking Formula” as this year’s recipient of the Book of the Year award. John has proven his dedication to helping advance the professionalism and performance of the inside sales industry, which is the mission of the AA-ISP,” stated Bob Perkins, Founder and CEO. “We applaud John for his service to the inside sales community and are confident he will continue to have an impact on this fast growing and exciting profession in the future” stated Perkins.

For a complete list of Chapters, companies and individuals recognized by the AA-ISP, go to <http://www.aa-isp.org/inside-sales-awards.php>. Information about “The Asking Formula” keynote presentations, programs and products can be



found at <http://www.theaskingformula.com/programs>.

### **About John Baker**

John Baker is an expert on teaching people to ask more effectively for what they want and gain the outcomes they desire. For over 25 years, he has taught thousands of individuals and teams a simple and practicable communications process that delivers consistently superior results. As COO for American Express and Ameriprise Financial, John has led global sales and service organizations, is an award-winning author and one of the country's most sought-after and charismatic speakers.

### **About AA-ISP**

The AA-ISP is an international association dedicated exclusively to advancing the profession of Inside Sales. The association engages in research studies, organizational benchmarking and leadership round tables to better understand and analyze the trends, challenges, and key components of the growth and development of the Inside Sales industry. Our mission is to help inside sales representatives and leaders to leverage our information and resources through published content, local community chapters, national conferences, career development, and an Inside Sales Accreditation program.

### **For further information:**

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