

Press Release

VAR VP's BUSINESS TRANSFORMATION STORY HIGHLIGHTED IN BEST-SELLING AUTHOR'S BOOK



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Phil Godwin, Global Vice President of Sales and Marketing, Clear Technologies

FRIDAY, MARCH 5, 2012: COPPELL, TX USA: Phil Godwin's business transformation story was recently highlighted in best-selling author, Mike Bosworth's new book, "What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story". Published by McGraw-Hill and written with co-author, Ben Zoldan, the book emphasizes forging connections that can move people to change.

"Frankly, I was surprised to learn that story telling not only transforms salesperson-client relationships, but also can motivate members of my team. As a result of the principles in Mike and Ben's book, we now have new customers and a more engaged sales and marketing team." said Godwin, Global Vice President of Sales and Marketing at Clear Technologies.

Godwin has over 15 years experience in the Value-Added Reseller (VAR) market. For the last six years, Godwin has been the Global VP of Marketing and Sales at Clear Technologies, an IBM Premier Business Partner. During his tenure, Godwin, along with Clear's dedicated employees, Chief Technology Officer Van Symons, and Chief Financial Officer James Hargis, has achieved heightened sales success by transforming the value Clear Technologies brings to its prospects and clients.

For more information, please visit the Clear Technologies' website, www.cleartechnologies.net or contact Phil at pgodwin@cleartechnologies.net.

To download the chapter that highlights Phil's story, please visit McGraw-Hill's website:

https://www.mhprofessional.com/downloads/products/0071769714/0071769714_bosworth_ch_10.pdf

Headquarters:

DFW METROPLEX
Coppell, Texas

Employees:

- 35 Full-Time Employees

Annual Sales:

- \$30 million

Subsidiaries / Solutions:

- Visual Storage Intelligence®
- Dynamic Log Analysis®
- IBM Hardware and Software Reseller
- Technical Services

Highlights:

- Over 300 Customers
- M/WBE Certified

Awards:

- 2002, SMU's Top 100
- 2006, 2011, IBM Mid-Market Leadership Award
- 2011, VAR 500 List

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