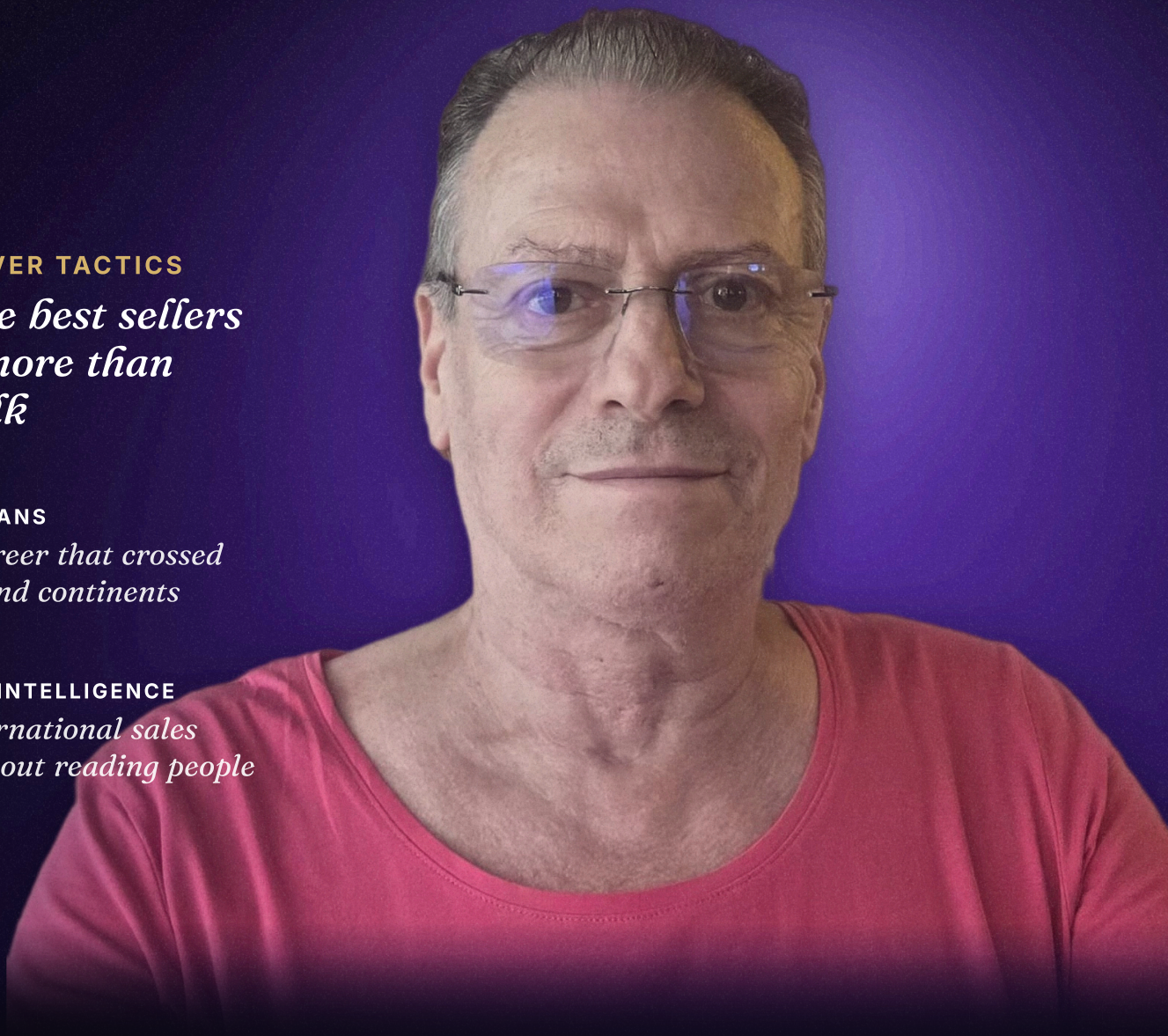
LEADERS

GLOBAL LEADERS TO FOLLOW · BY XRAISED

NO. 11 · 2025 EDITION



TRUST OVER TACTICS

Why the best sellers listen more than they talk

FROM LE MANS

A sales career that crossed cultures and continents

CULTURAL INTELLIGENCE

What international sales teaches about reading people

COVER STORY · P. 4

Selling Is Understanding

Arnaud Beaumesnil

Natural Born Seller

AUTHOR

THE CURATED INTERVIEW MAGAZINE FOR INDUSTRY LEADERS

XRAISED.COM

EDITOR'S LETTER

A word *before we begin*

Sales has a reputation problem. For many people the word still suggests pressure, scripts and the hard close. Arnaud Beaumesnil has spent thirty years in international sales leadership, and Natural Born Seller is his case for another way.

What drew us to his story is that the argument comes from the field. His results at Cisco were, in his account, the product of understanding clients rather than pushing them, and an international career made cultural intelligence part of how he sells.

In a profession crowded with tactics, his message is refreshingly plain: listen deeply, understand clearly and build trust that lasts. It is advice for every seller, whatever their title.

— The Xraised editors

Contents

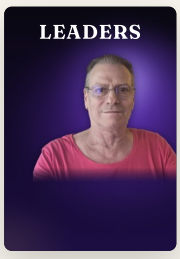
2 EDITOR'S LETTER
Why the hard sell has had its day

3 COMPANY PROFILE
About Natural Born Seller

4 COVER STORY
Selling Is Understanding

6 THE FEATURE
Arnaud Beaumesnil: selling is understanding

8 YOUR STORY
Get featured in Xraised Magazine



ON THE COVER

Arnaud Beaumesnil

Author, Natural Born Seller

About *Natural Born Seller*

Natural Born Seller

WHAT THEY DO

Natural Born Seller is Arnaud Beaumesnil's book on human, trust-first selling. Part personal narrative and part practical framework, it is written for anyone who sells, from individual contributors to senior leaders, and is published worldwide through Amazon in English, French and Spanish.

Arnaud Beaumesnil AUTHOR	**Trust-first, human selling** THEME
English, French and Spanish LANGUAGES	**Worldwide through Amazon** AVAILABLE



ARNAUD BEAUMESNIL · AUTHOR, NATURAL BORN SELLER

COVER STORY

Selling Is Understanding

ARNAUD BEAUMESNIL · AUTHOR, NATURAL BORN SELLER

After thirty years in international sales leadership, Arnaud Beaumesnil has written a book with a simple argument: the best sellers win by understanding people, not by persuading them.

> The most effective salespeople, Beaumesnil argues, are not the loudest, the most charismatic or the most technically polished.

Selling Is Understanding

ARNAUD BEAUMESNIL · AUTHOR, NATURAL BORN SELLER

Ask most people to picture a great salesperson and they will describe a performer: confident, quick with an answer, hard to say no to. Arnaud Beaumesnil has spent thirty years in international sales leadership, and he has reached the opposite conclusion. In his book, Natural Born Seller, he argues that great selling is rooted in understanding people, not in persuasion tactics.

It is a claim he makes with frontline credibility. A French-born sales executive, Beaumesnil spent decades in global technology companies, including a notable tenure at Cisco, where he achieved a 77x growth factor in cybersecurity results and hit 397% of his sales targets. He does not present those figures as trophies of aggressive salesmanship. In his account, they were the natural output of building genuine relationships and of understanding, in depth, what his clients needed.

His path began in Le Mans, in France, and it led to the boardrooms of global technology companies. That journey gave him first-hand experience of different cultures, business environments and client expectations. It forms the backbone of the book's thinking, and it explains why cultural intelligence sits beside trust and authentic connection among the foundations of the way he sells.

The central thesis is easy to state and harder to practise. The most effective salespeople, Beaumesnil argues, are not the loudest, the most charismatic or the most technically polished. They are the ones who listen most deeply and understand most clearly. Trust and authentic connection are what drive sustainable commercial results, and that matters most in the complex, international and enterprise-level sales in which he built his career.

It places him firmly on one side of a broader shift in sales thinking, away from transactional, pressure-based models and towards consultative, relationship-driven approaches. Closing techniques and manipulation have no place in the framework he describes. Resilience and empathy, he contends, are more powerful sales tools than any script or tactic.

Resilience is a theme he returns to. Speaking with Xraised journalist Myles, Beaumesnil discussed the role it plays in building a long-term sales career, how cultural intelligence shapes success in international sales, and why trust is more commercially valuable than persuasion. He also reflected on the lessons he carries from his Cisco years into his writing, and on what it means to sell authentically today.

Natural Born Seller is written to work on two levels, as a personal narrative and as a practical framework. Its reader is anyone who sells, from individual contributors to senior leaders. It is published worldwide through Amazon in English, French and Spanish, a choice that reflects a genuinely international career rather than a single market.

For Beaumesnil, the book sets down an argument he has already tested in the field. The philosophy it describes is grounded in humanity, empathy and long-term relationships, and it rests on a simple proposition: understanding the person on the other side of the table comes before any attempt to persuade them.

> *Resilience and empathy, he contends, are more powerful sales tools than any script or tactic.*

AT A GLANCE

Author of Natural Born Seller, a book on trust-first, human-centric sales

Thirty years of international sales leadership, including Cisco

At Cisco: a 77x growth factor in cybersecurity results

His book is published in English, French and Spanish

LEADERS

YOUR STORY, NEXT

Get featured in *Xraised Magazine*

One issue, one story: a founder or a company, written and designed by the team behind 1,000+ interviews, and made to be read and shared.

Apply at xraised.com/magazine/apply →