



Greg Bennett Sales Training
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Radically improve your sales performance™

Bennett's Bio

Greg Bennett describes himself as a "Sales Head Coach," meaning he enjoys succeeding through the other people. He forms lasting training and coaching partnerships with organizations and individuals to improve their sales performance, focusing on developing and closing more business while enhancing customer relationships.

Known for his irreverent and nontraditional style, Bennett insists on forming long-term partnerships with his clients versus offering "one-night-stand" sales seminars. He calls such sales workshops sugar pills, because they simply deliver a quick buzz versus creating meaningful shifts in behavior, systems, and performance.

Bennett's unique sales training model is built around the mindset and strategies used by psychiatrists – the world's greatest listeners who have learned how to control a wide variety of human engagements. Bennett modified those concepts and distilled them into his Psych Selling strategy, which anyone can use to gain control of any sales situation. Bennett's strategy leads to quicker sales, larger sales, and better client relationships!

Bennett began Greg Bennett Sales Training in 1988 and has worked with thousands of salespeople at every experience and achievement level. He has worked with hundreds of sales organizations, small and large, including Clear Channel Radio, Disney Entertainment, Fowler & Peth, ISP Sports, Learfield Communications, National Basketball Association, National Football League, National Hockey League, Point B Consulting Group, Qwest, StorageTek, Success for All Foundation (part of Johns Hopkins), and Warner Bros.

Bennett offers his unique training concepts to anyone willing to learn, work hard, and invest in their success. But he is selective about his coaching partnerships, because what Bennett works on expands exponentially. Therefore, he must believe in the product, service, and company. And, of course, his clients must be ready to be the best – to dominate their field and achieve explosive results.

Bennett published his first book, *Consultative Closing: Simple Steps that Build Relationships and Win Even the Toughest Sale*, which outlines his leading-edge strategies for closing sales quickly and easily while building customer relationships that last.

In addition to live coaching and training, Bennett offers multiple CD/DVD programs as well as video conferencing and live webinars to provide ongoing resources and sustained support.

Greg Bennett is a Colorado native and lives in Littleton, Colorado. Check out his consulting, coaching, and training services; case studies and testimonials; free white paper; CDs and DVDs; and fun and irreverent sales products at **www.GregBennettSales.com**. Get free articles and sales tips at Bennett's Sales Blog: **www.GregBennett.Blogs.com**.

A stylized, handwritten signature in black ink, appearing to read "Greg Bennett".

