Jeff Thull

Leading Edge Strategist

"Jeff motivates people to take action and lets them have fun doing it."

Jeff Thull is a thought leader of sales & marketing strategies. As President and CEO of Prime Resource Group, he has designed and implemented business transformation and professional development programs for companies such as Shell, Siemens, HP, Honeywell, 3M, Microsoft, Siemens.

TOPICS:

- The Customer-Centric Organization
- Value Life Cycle Management
- Creating and Capitalizing Strategic Value
- The Dynamics of Competitive Strategy
- Capturing New Markets
- Accelerated Product Launch

LANGUAGES:

He presents in English.

PUBLICATIONS:

2010 Mastering the Complex Sale

2006 Exceptional Selling

2005 Prime Solution

IN DETAIL:

Jeff has gained the reputation for being a thought-leader in the arena of sales and marketing strategies for companies involved in complex sales. He is the author of the best-selling books *'Mastering the Complex Sale: How to Compete and Win When the Stakes are High'* , *'The Prime Solution: Close the Value Gap, Increase Margins, and Win the Complex Sale'*, and his latest release… *'Exceptional Selling: How the Best Connect and Win in High Stakes Sales'*. Jeff is also a columnist with *Inc.com* and his articles are published in hundreds of business and trade publications.

WHAT HE OFFERS YOU:

Jeff motivates people to take action and lets them have fun doing it. He combines the best of street-smart selling and strategy execution, with the best of university-level learning.

HOW HE PRESENTS:

Jeff is a compelling, entertaining and thought-provoking keynote speaker who has delivers speeches and seminars to corporations and professional associations worldwide.

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