



Tim Wackel

Tim says, "It's not about how good you are, it's about how good you could be" ... and Tim brings out the best in people

Testimonials

"Tim's program has helped us get higher quality meetings with customers and prospects."

—**Craig Abernathy, Regional Sales Manager, Procore Technologies**

"... consensus from participants was that this program delivered a life change, not a temporary change. Programs with that kind of effect are rare and so is a guy like Tim Wackel."

—**Blake Bozman, EVP of Sales, Drive Financial Services**

"We keep using Tim because the audience feedback is always great. Not only does he have a fresh, high energy approach, but he is a speaker that is super easy to work with."

—**Alan Stankaitis, Manager of Market Trends & Analysis, Delta Dental**

"Tim is extremely diligent and his program was a great investment of our time... I'm already seeing positive changes."

—**Wayne Wilkinson, SVP & General Manager, Toshiba Business Solutions**

"I hire Tim over and over again because of his reputation, passion, attitude and approach."

—**Bob Sudkamp, District Sales Manager, Hewlett-Packard**

"Tim's programs are a highly effective and efficient way to transform your sales force."

—**Ed Rudolph, Vice President of Sales, Pepperweed Consulting**

"Tim's training experience was valuable, memorable... I would (have!) hired him again."

—**Jerry Curl, Regional Sales Manager, Cisco Systems**

Tim Wackel is a premier resource for executives, business owners, and sales professionals, who want to outmarket, outsell, and outservice their competition. He is founder and president of The Wackel Group, a training and consulting firm, and a dynamic speaker who has mastered the ability to make information entertaining, memorable and easy-to-understand. Combining over 20 years of sales leadership and specific client research, Tim delivers high-impact programs that go beyond best practices. He has a lifetime of achievements and first-hand experiences to call upon which include:

- ◆ Being recognized by Bill Hewlett and Dave Packard as their top sales professional in a 10,000 person sales organization
- ◆ Helping lead a Silicon Valley startup through a successful IPO
- ◆ Directing a \$50 million sales organization for a Fortune 500 Company

Clients to who hire Tim want their teams to succeed—corporations like Allstate, Cisco, Hewlett Packard, Philips Medical Systems, PricewaterhouseCoopers, Raytheon, and Verizon, and professional and trade associations like Financial Executives International, Professional Convention Management Association, Glass Association of North America, Professional Society for Sales & Marketing Training, and The Association for Operations Management, to name only a few.

Delivering keynotes and workshops that are insightful and engaging, Tim focuses on giving his audiences real world success strategies that they can (and do!) implement right away. His programs are specifically designed to be "sales process agnostic." The methodologies that he employs complement and reinforce many of today's popular processes—Solution Selling, Strategic Selling, Sandler, SPIN, Integrity, Conceptual, Target Account and Consultative Selling. Since top performers aren't defined by what process they use, but are defined by *how* they execute the process, that is what Tim focuses on. Doing common things in an uncommon way always commands attention and drives results.

Tim is known for the real life anecdotes and dynamic delivery that are hallmarks of his presentations—for which he always does his homework. His most popular keynotes include:

- ◆ The Constant Client
- ◆ Stop Pitching, Start Solving!
- ◆ How the Best Get Better
- ◆ The Brand Called Your
- ◆ Presenting Your Best?
- ◆ Roadmap to Success

Tim's talent and experience are evident in each and every customized presentation he delivers, delivered with his signature energy and clarity. But what you'll like best about Tim's messages, is not what he says, or how he says—it is the strong impact and transforming effect it will have on your audience.



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