



Empowering and Motivating You to Succeed!

Don Cooper's Profile

Travels from Denver, CO



Don Cooper, The Sales Heretic™

Let's be honest. ~ You really don't care where Don was born, where he went to school or what his degree was in. You don't care whether he's married or has kids, pets or houseplants. You don't care about his awards, the organizations he belongs to or the number of publications in which his articles have appeared. You don't even care about the books he's written, because these days it seems like everybody and their housecleaner has written a book.

When it comes down to it, **there are only three things** about Don you really care about:

1. Does he know what he's talking about?
2. Will my audience enjoy hearing him?
3. Can he help them produce real results?

All fair questions. Here are your answers:

1. Don's sales career started at age seven, selling seeds and greeting cards door-to-door. Through high school, college and beyond, he sold both products and services, to consumers and businesses. His last "real job" was with a Washington, D.C. delivery company that, under his leadership, **grew by an average of 38% a year.** So he definitely knows sales.

2. However, **knowing a lot about a subject doesn't make a person a great speaker.** You've probably suffered through presentations by people who were clearly experts, but were so esoteric, you couldn't understand what the heck they were trying to say. Or worse, were so boring you had to fight to stay awake.

Fortunately, **Don also brings a performer's background** to his presentations. He has acted on stage and film, appeared in the Ringling Brothers, Barnum & Bailey Circus and even performed at the legendary comedy club, The Improv. This experience contributes to his ability to connect with audiences, keeping them entertained and involved for hours at a time.

3. By combining his sales expertise and performance skills with intensive research, **Don delivers programs that are industry—and even company—specific.** So audience members get unique insights and practical, relevant tools they can use immediately to increase their sales. Which is why Don is typically the highest-rated speaker at conferences and why his corporate clients often bring him back again and again.

Specialties: Sales

Sub-specialties: Negotiating, Social Media

Target Audiences: Corporations; Associations of professionals or business owners; Franchises

Topics Include:

The Myth of Price

Why you should charge more and how to do it

The Future of Selling

How to be a sales leader in the 21st century

Opportunity Walks

Why most prospects don't buy and what to do about it

The Power of Free

How to sell more by giving things away

Please call for fees

Testimonial:

"Your dynamic presentations brought a significant lift to our retail-training program. I know of several success stories that resulted from the ideas and strategies you shared."

—Scott Iverson

Watkins Manufacturing Corporation

For Further Information or to Book
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