



- Author of *The Sale*
- Over 100 Training Films
- Over 5,000 Presentations Worldwide

DON HUTSON

America's Foremost Authority On Selling Value.

Partial Client List: 3M · AAA · ABN-AMRO · Ace Insurance · AFLAC · Arizona Mortgage Bankers · ASICS · AT&T · Badcock Furniture · Bank of America · Baxter Laboratories · Becton-Dickinson · Beldon · BellSouth · Blue Cross/Blue Shield · Borland · Buckman Labs · Buick · Cambro · Carrier-Bryant · Cavalier Mfg. · Cellular One · Centex Homes · Century 21 · Chevrolet · Chevron · Conesco · Control Data · CP Films · Detroit Deisel · Digital Equipment Corp. · Dunkin Donuts · Dupont · Equiflor · Essex Division Assa Abloy · Express Oil Change · Express Personnel · Farmers Insurance · FedEx · First Command · Garage Tek · Gate Gourmet · GE · Genuine Parts · GM · Great western Insurance · GTE · Hampton Inns · Harris Corp. · Hewlett-Packard · Hoechst-Roussel Pharmaceuticals · Homes and Land Magazine · IBM · Indiana Farm Bureau · Intermec · International Paper · John Hancock · Kenworth Trucks · Kimberly Clark · Kraft · LIMRA · Longs Drug Stores · M&M Mars · MAC Tools · Management Recruiters · MBI Steelcase Dist. · MCI · Medtronic · Merck · Merrill Lynch · Million Dollar Round Table · Morgan Stanley · Mortgage Bankers Association · Mortgage Originators Magazine · Motorola · Mutual of Omaha · National Association of Independent Insurers · National Association of Realtors · National Home Furnishings Association · National Industrial Belting Association · Nationwide Insurance · New York Times Broadcast Group · Nugget Distributors · Office Depot · Oracle · Orgill Wholesale Hardware · Peak Performance · Peernet · Phillip Morris · Postnet · Prestressed Concrete Institute · Primacy Relocation · Prudential · QAD · RE/MAX · Reinke Manufacturing · Remel · Sara Lee · Scansource · Sherwin-Williams · Sign-A-Rama · Snelling & Snelling · Sodhexo Marriott · Sony · Southern Farm Bureau · SouthTrust Bank · Staff Leasing · State Farm · Storage U.S.A. · SunTrust · Target · TBC Corp. · Terex · Textron Financial · Tire Kingdom · Tire Pros · United Consumers Club · United Micro · United Motor Coach · USAA · Utility Trailer · Voith Paper · Wells Fargo Bank · Wendy's · Zee Medical · Zenith

DVD or VHS
Demo Available

WHAT CLIENTS ARE SAYING ABOUT DON HUTSON...



Please call for date availability and fee quote.

"Don Hutson's program on leadership and communications at our manager's meeting was terrific. He got rave reviews and gave us practical ideas we can put to work immediately."

Graham Smith, V. P.
FedEx

"Our day with Don Hutson not only enlightened our sales team but provided valuable tailored insights into new selling strategies. Our people are now utilizing his sales tools and quoting him often. I WILL invite Don back to speak at our sales meeting again soon!"

Stacey Callahan, Director of Marketing
Essex Div., Assa Abloy Americas

"Don Hutson's customized industry content, dynamic delivery, and expert facilitation skills made our Leadership Retreat a great success."

Martin Edwards, President
National Association of Realtors

"Don Hutson has been working closely with me and my team for two years in the areas of sales, customer service, team-building, personal coaching, and planning. During this period we have enjoyed sales growth of 50%, gained 30% in market share, and increased profits commensurately. Don's wisdom and sincerity have made him an integral partner in our success. He delivers outstanding results!"

Scott Messmore, CEO
MBI Steelcase Distributors

"We've already received two of our surveys back and you got the only 5+'s I've ever seen (on a 1-5 scale)! You have helped establish our 'Business development Conference' as a 'must see' event for our clients and we thank you."

Terry McElroy, President
McLane Co. (Division of Berkshire Hathaway)

"The positive feedback on your keynote presentation at our franchisee convention is still coming in! ...'excellent content'...'entertaining'...'goal-focused'...'interactive'...'on target'... Our management team was thrilled with how you incorporated our business model into your program. You are on our 'A List' of speakers!"

Kevin Bates, Sr. V.P.,
Precision Auto Care

CURRENT TOPICS...

SELL VALUE NOT PRICE!

7 SKILLS FOR DIFFERENTIATING YOUR OFFERING AND BUILDING VALUE

HIGH PERFORMANCE SELLING

CUTTING EDGE SELLING STRATEGIES TO OUTPERFORM YOUR COMPETITORS

TWENTY-FIRST CENTURY LEADERSHIP

FOR LEADERSHIP / MANAGEMENT CONFERENCES

HOW TO MAKE AND KEEP CUSTOMERS HAPPY

PERFORMING CUSTOMER SERVICE MIRACLES TO GAIN LOYALTY

MOTIVATION TO THE MAX!

FOR ANY GROUP READY FOR THE NEXT LEVEL

THE ONE MINUTE MENTOR

FOR THOSE WANTING TO CAPTURE THE MAGIC OF OTHER PEOPLE'S WISDOM

CREDENTIALS

- CPAE Speakers Hall Of Fame Award
- Member, Speakers Roundtable
- CSP (Certified Speaking Professional)
- Alumnus of the Year Univ. of Memphis College of Business
- Past President, Society of Entrepreneurs
- Past President, National Speakers Association
- Consummate Speaker of the Year Award
- NSA "Cavett" Winner
- Humanitarian Award, St. Jude Childrens Hospital Gala
- SME-I Speakers Hall of Fame Award

DON HUTSON'S CONTENT-RICH, DYNAMIC PRESENTATIONS HAVE INSPIRED MILLIONS OF SALES AND MANAGEMENT PROFESSIONALS TO ACTION! EACH PROGRAM IS TAILORED FROM IN-DEPTH, PREAPPEARANCE RESEARCH. DON FOCUSES ON HELPING CLIENTS GAIN MARKET SHARE THROUGH RELATIONSHIP SELLING, AND PROTECTING MARGIN BY SELLING VALUE RATHER THAN CUTTING PRICE. LEARN THE LATEST AND BEST SKILLS FROM ONE OF AMERICA'S BEST....ENTERTAINING, INFORMING, DYNAMIC. PROGRAM OPTIONS: KEYNOTES SPEECHES, BREAK-OUTS, HALF DAY, ALL DAY AND TWO DAY SEMINARS.