

Challenging Convention

Changing Behavior

Creating Value

Paul McCord



"Paul presents a full course of meat and potatoes that address real issues, not just saucy appetizers that entertain."

**Lyndon Barnes,
Carlyle Fund Management**

Booking Information

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Best-selling Author and Recognized Internationally as a Leading Authority on Sales, Management, and Leadership Change.

- As the author of two best-selling business books, over 100 articles, and one of the top rated sales and management blogs, Paul is a recognized thought leader in the areas of sales, management, and leadership.
- His influence reaches from his home state of Texas across the globe with clients on 6 continents.
- Paul's articles, interviews, and quotes appear regularly in media such as Forbes, Fox Business News, Advisor Today, Hotel and Motel Management, Airport Business, Selling Power, and many more.

Real Solutions to Real Issues

- With almost three decades of in the trenches experience as salesperson, manager, executive, and business owner, Paul's knowledge of sales, management and leadership is both broad and deep.
- Recognized as a thought leader for his innovative and effective solutions to some of the most vexing sales and management issues salespeople and organizations face. Paul doesn't just challenge traditional modes of thinking and behavior, he brings real solutions that institute real change and create real value.

Contact Paul today and let's make a positive change in your organization

Sales Management Leadership Training

Paul McCord

Real Solutions to Real Sales, Management, and Leadership Issues

With almost three decades experience as salesperson, manager, executive, and business owner, Paul McCord understands the real world issues and problems companies and organizations face everyday.

Paul works in the real world of solving real issues, not in the theory world so many other trainers and consultants prefer to work in. you want real solutions, real change, not a great sounding theory that has no real world application or effectiveness.



Background

- Over a quarter century direct experience as salesperson, manager, executive and business owner.
- Top salesperson and manager in the construction materials, advertising, and financial services industries in both business and consumer markets selling for companies such as Triangle Pacific Corporation, Capital One Bank, and American General Corporation.
- Best-selling author of *Creating a Million Dollar a Year Sales Income: Sale Success through Client Referrals* (2006), which was included as a selection of the prestigious Forbes Book Club and has become the authoritative text on referral selling and *SuperStar Selling: 12 Keys to becoming a Sales SuperStar* (2007).
- Articles, interviews, and quotes are regularly featured in business and industry publications such as Forbes, Business Week, Selling Power, Fox Business News, Reuters, and others.
- Author of one of the most influential sales and management blogs on the



Internet

- Featured expert on sites such as The Customer Collective, Insightory, Alltop, Salesopedia, EyesOnSales, Top 10 Sales Articles, SalesDog, Blogburst, Business.com, CEO Express, RainToday, SalesHQ, Sales Gravy, The Expert Advisor, as well as others.
- Selected as an expert sales and management consultant for the Society of Industry Leaders, Can Do Go, and Top Sales Experts.



Bring Paul's innovative thinking to your audience and see real change that produces real value.

What Are Clients Saying?

"By far one of the best seminars Microsoft has ever put on for our Resellers. The feedback has been outstanding."

**Kimberly Wilkerson, Microsoft Events Manager
Microsoft Corporation**

"Great job! Not only did everyone love it, you brought a message that has shaken people up and has really got them thinking. We couldn't have wished for a better conference--all three sessions were top notch."

**Tom Baker, President
Advanced Automation, Inc.**

"Thank you so much. Not only was the presentation great, you really challenged our members in ways that they really needed in order for them to look at how they market in a whole new way. You're the buzz of the conference."

**Kim Kieschnick
National Association of Insurance and Financial Advisors**

"As marketing consultants, our firm is always looking for the best resources both for our company and our clients. Paul, you're one of the most valuable resources we've found in a long time. I'm Sincerely looking forward to the next conference we can have you at."

**Paul Flood, President
Paul Flood Marketing**

"As a grizzled veteran of almost 20 years in sales and management, there are very few training sessions I attend that really have something new and valuable to contribute. You've hit the mark. Exceptional!"

**Rich Bonn, Regional Vice President
IndyMac Bank**

Some Recent Topics

Sales and Business Growth:

Disconnected: Why Customers Aren't Responding to Your Sales Team

The Expert Customer: Selling in a World Where Your Customer Knows More than You

Get the Barcode off Your Forehead: Decommoditizing Your Sale

Mining the Gold in Your Database: Turning Clients into New Business

Leadership:

Growth Leadership: Integrating the Three Roles of Leadership into Your Organization

Living Leadership: Leadership Requires Action

Management:

A Tradition of Mismanagement: The Death of Sales Management as We Know It

Crisis Management or Managing a Crisis? Vision as a Management Skill

Technology as a Catalyst for Organizational Change

Motivation:

Master or Slave: If You're Not Creating Your Future, You're Living Your Past

Paul McCord in the News

CHICAGO **SUN-TIMES**

The McGraw-Hill Companies
BusinessWeek

Forbes
| .COM

FOX BUSINESS

The Seattle Times


**AIRLINE
BUSINESS**

The Dallas Morning News


Business Wire
A Berkshire Hathaway Company

ADVISOR TODAY.COM

destination
CRM.com

Enterprise Week


**BUSINESS
TALK RADIO
NETWORK™**

nielsen business media

REUTERS 

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