



**Jeff Thull**  
Leading Edge Strategist



## CSA CELEBRITY SPEAKERS

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.

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

### 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 delivered speeches and seminars to corporations and professional associations worldwide.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2010

Mastering the Complex Sale

#### 2006

Exceptional Selling

#### 2005

Prime Solution

### 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