



## Stu Schlackman

The Relationship Selling Expert  
Building High-Performance Teams

Stu Schlackman is the *Relationship Selling Expert*. After more than 37 years in corporate sales, Stu formed his sales training firm to focus on helping his clients achieve superior sales results. Leveraging his competitive nature, he focuses on training and coaching sales and service teams to reach peak performance.

Before starting his own company, Schlackman was instrumental in increasing revenue and growing the client base of large corporations such as Capgemini, EDS, and the former Digital Equipment Corporation. His focus on relationship building led his sales teams to exceed sales projections by more than 30% percent annually.

Today, Schlackman uses his book and the “*Four People You Should Know*” Personality Perspectives Process to help companies build high performance teams and increase sales by connecting with the four different personality styles. The book describes the importance of understanding the buying behaviors of the four personality styles. How they make decisions, what each style values, how they prefer to communicate and what motivates them to action.

As the author of five books, including *Don't Just Stand There, Sell Something*, Stu imparts wisdom, technique, and practical advice for corporate executives, sales professionals, corporate trainers, and others who have the desire to compete and win.

Schlackman holds a degree in mechanical engineering from Rensselaer Polytechnic Institute and an MBA from Kennedy Western University.

Schlackman has served twice as the President of the National Speakers Association of North Texas and has also served as the President of the Leadership Richardson Alumni Association among other organizations. He earned the Certified Speaking Professional (CSP) award from the National Speakers Association, their highest performance-based designation.

Visit [www.StuSchlackman.com](http://www.StuSchlackman.com) for services and testimonials and [www.connecting4people.com](http://www.connecting4people.com)

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