

Stu Schlackman helps businesses get what they want — SUPERIOR SALES RESULTS!

Stu Schlackman is known for his book and assessment, ***Four People You Should Know***. He provides customized training and consulting based on its principles to sales teams by focusing on the skills and strategies that will lead to the goal – **Superior Sales Results**.



Stu's Background:

After more than 30 years in corporate sales, Stu Schlackman formed his sales training firm to focus on helping his clients achieve Superior Sales Results. Leveraging his competitive nature and winning results, Schlackman's firm focuses on training and coaching sales and service teams to turn them into top performers.

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 sales training initiatives led his sales teams to exceed sales projections by an average of more than 30% percent annually.

Today, Schlackman uses his "Four People You Should Know" Personality Perspectives Process to help companies build high performance teams and increase sales through understanding the four different personality styles. Knowing client personalities helps sales professionals close business by understanding why they make decisions. The four keys to the process help anyone understand how others make decisions, prefer to communicate, what they value and what motivates them.

As author of ***Don't Just Stand There, Sell Something*** and ***Four People You Should Know***, Schlackman imparts wisdom, technique, and practical advice for corporate executives, sales professionals, corporate trainers, and others who have the desire to compete and win in business and life.



Each month, Stu writes an article covering an aspect of sales. His uncanny ability to get right to the point of what can make the difference in your sales is real and actionable based on his 33 plus years of sales experience.

Schlackman holds a Mechanical Engineering degree from Rensselaer Polytechnic Institute and a Master of Business Administration from Kennedy Western University. He has been a teacher and mentor in the business division of Dallas Christian College and is an adjunct professor teaching Introduction to Professional Sales at University of Texas, Dallas.

Affiliations

Stu has served on the Board of Directors for the Richardson Chamber of Commerce and Prevent Blindness Dallas. He has served as president of the National Speakers Association -North Texas Chapter in 2011/2012 and 2016/2107 and has chaired the Sales Professional Experts group along with serving on the Chapter Leadership Committee for National. Stu is a past president of the Leadership Richardson Alumni Association.

He received the Certified Speaking Professional (CSP) award from the National Speakers Association, their highest performance-based designation.



Clients:

Recent clients include: AT&T, Verizon, BancTec, Riverstone Residential, Cisco Systems, New York Life, Goldman Sachs, Holmes Murphy, Hub International, University of Dallas, Texas, BancTec, International Business Brokers Association, Fujitsu, NEI, Ebby Halliday, National Association of Insurance and Financial Advisors, Penn Mutual, Guardian Life, The Million Dollar Roundtable, Sykes Enterprises and BB&T.