Meet Stu Schlackman

Relationship Selling Expert | Speaker | Author | Sales Trainer

STU SCHLACKMAN Works with sales managers who want early-stage sellers contributing consistently instead of costing time, money, and momentum.

With 21 years in corporate sales and 16 years as a sales trainer, speaker, and consultant, Stu understands both sides of sales development: what it takes to succeed in front of customers, and what managers need in order to help sellers improve.

Stu's work is grounded in a simple but powerful belief: It's not how you sell. It's how your customer buys.

That belief led Stu to develop his Four People Personality Styles framework, a practical approach that helps sellers recognize how different customers communicate, make decisions, define value, and buy. For sales managers, the framework provides a common language for coaching new and developing sellers, reducing early mistakes, improving consistency, and building stronger customer relationships from the start.

Stu is the author of eight books, including *The Servant Seller* (released in Fall 2026), *The Relationship Selling Secret*, and *Sales Sagas*. His personal online assessment and sales programs give participants practical tools they can use immediately to understand themselves, connect more effectively with customers, and improve sales conversations.

As a speaker, Stu delivers live and virtual keynotes, breakouts, and workshops that are practical, engaging, and highly relevant for sales teams, sales managers, and organizations that want stronger relationship-centered selling. His programs help audiences shorten ramp time, improve seller confidence, strengthen communication, and move opportunities forward with greater consistency.

Professional Recognition
Stu earned the Certified Speaking Professional designation from the National Speakers Association, the organization's highest performance-based designation.
He has served as President of the National Speakers Association of North Texas for three terms and as President of the Leadership Richardson Alumni Association. He has also served on the national board of directors for the National Speakers Association.

Teaching and Education
Stu's sales expertise is grounded in both field experience and education. As Business Division Chair for Dallas Christian College, he taught business courses and mentored students. He also developed a university-level sales management course and has taught sales classes at the University of Texas at Dallas.
Stu has served as a guest speaker at Southern Methodist University and Dallas Baptist University business schools.

Advocacy
Stu was named Man of the Year in 2020 for his ongoing advocacy and support of the Leukemia and Lymphoma Society.