

# Jeff C. West

JW  
THE SALES TOUR GUIDE®

***“We need more sales, more effective sales leaders, and more of our new sales people to become successful!”***

**You’ve never thought or said that before, have you?**

There are numerous moving parts in every business that create common challenges for all company leaders. But the single most important component that will determine an organization’s success or failure is the effectiveness of the sales team. You must have great products, great customer support, and a great business model. But without an effective sales team the products just sit in the warehouse, the customer support lines never ring, and your business model is just a piece of paper.

***“You ROCKED! It was the highlight of our meeting!”***

***~ Cathy Lee,  
Raleigh, NC***



**Improving the effectiveness and retention in your sales team directly and immediately impacts your revenue.**

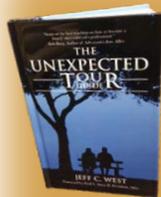
***“Many speakers can speak for ten-minutes and make it seem like an hour. Jeff West can speak for an hour and make it seem like ten-minutes.”***

***~ Eric Leger, Albuquerque, NM.***



***“Whether you want a keynote address that will inspire your team, a workshop with your sales leaders that will improve their ability to convert your new-hires into producers, or a retreat for your entire sales team that brings unity and purpose – Jeff West has a proven track record of outstanding results.”***

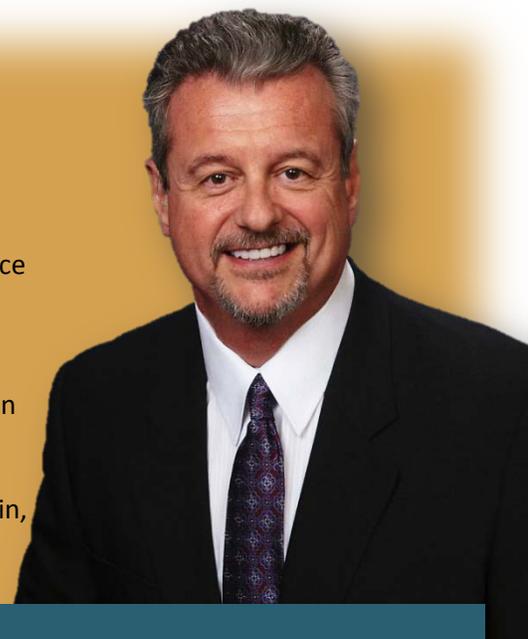
## **About Jeff C. West**



Jeff C. West is an entrepreneur with over 31 years experience in sales, sales leadership, and business ownership. He has coached and led sales teams across multiple industries, and has been among the top sales performers and field sales leaders in the nation with a well-respected Fortune 500® Insurance Company. His ability to connect with an audience will motivate your sales people, your sales leaders and their families.

Jeff has earned his BS. Ed., from Jacksonville State University, His MM. from Texas A & M University-Commerce, and his CLF® from the American College.

Jeff has two beautiful adult daughters that live in Nashville, TN and Austin, TX. He currently resides in the Houston, TX area with his lovely wife, Laurie



**For more information on how we can bring measurable increases to your team, contact:  
West Marketing Group, INC., ATTN: Jeff C. West 713-213-5900**

[jeff@jeffcwest.com](mailto:jeff@jeffcwest.com)

# Presentations

## Bring Jeff C. West To Your Meeting

There are **thousands** of choices for speakers, sales and sales leadership coaches.

How do you know which one is the best for you and your organization? How do you know the value they bring?

**Watch what sales leaders are saying about Jeff West:** <http://youtu.be/RZLFM2NX2ZU>

Jeff's book, *The Unexpected Tour Guide* is rapidly being referred to as a *must read* for all sales people.

**Watch what people are saying about Jeff's book, "The Unexpected Tour Guide":** <http://youtu.be/eYJfL-1qtKA>



*"We had Jeff speak at our annual sales kickoff meeting in Scottsdale, AZ and he did a fabulous job! I heard from so many of our sales reps that this was the BEST speaker we've ever brought in. Great message, 5-Star performance!!*  
~ Scott Webb, Scottsdale, AZ.

*"Many speakers can speak for ten-minutes and make it seem like an hour. Jeff West can speak for an hour and make it seem like ten-minutes."*  
~ Eric Leger, Albuquerque, NM.

*"Jeff's message was motivational and really connected with the heart of our team. His delivery was top notch. And from the feedback I have received; my team not only enjoyed it, they took something away from the presentation."*  
~ John D. Tyler, Greenville, SC

*"Jeff's message and delivery gets to the core of what truly motivates people to succeed. He helps them understand their "Why".*  
~ Al Weston, Greenville, NC

Watch a sample of Jeff West speaking – filmed at live events in Texas and Louisiana: <http://youtu.be/rYzVDuTfptY>

### Most Requested Programs

1. Keynotes
  - a. A Guided Tour of Finding Your "Why"
2. Breakout Sessions/Workshops
  - a. The Sales Tour Guide Leadership Course
  - b. Growing Your Sales Through Give and Gain Meetings
  - c. The Self Guided Tour of Sales

# Publications

JW  
THE SALES TOUR GUIDE®

"The saying, 'big things come in small packages' had to be referring to this amazing book. You'll be gripped by the story of a protégé and his surprising mentor while learning how to take yourself from your current sales level to massive success. And, the author knows from whence he speaks, being a hugely successful sales professional and sales leader. Thank you, Jeff West, for passing along a ton of wisdom in such a fun and easy-to-read format"

~**Bob Burg**, author of *Endless Referrals and Adversaries into Allies*

The *Unexpected Tour Guide* may very well be one of those stories that you remember for the rest of your life. And if you apply the lessons it contains, it may lead you to one of the best stories yet to be written – yours."

-**Paul Amos II**, President, Aflac

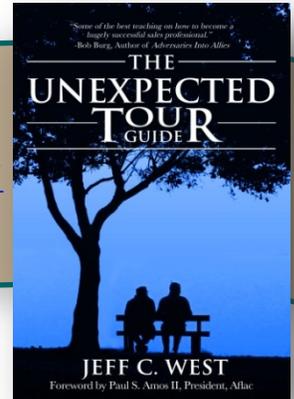
"The *Unexpected Tour Guide*; I couldn't put it down until I finished it. What a great little book. This short read tells a timeless story that will not only be impactful to those in sales or business, but to everyone in every walk of life. Jesus Christ taught through parables for a reason. Jeff West does the same with this gem of a story that will be life changing for all who read it. Thanks Jeff!"

~**Michael J. Tomlinson**, Senior Vice President, Deputy Director of Sales, Aflac

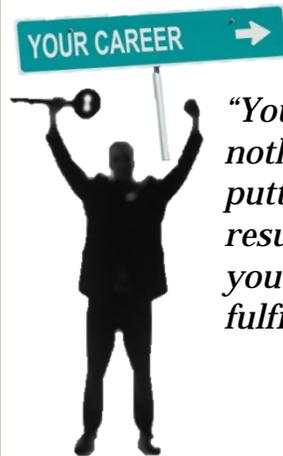
*"The Unexpected Tour Guide is full of wisdom and insights that will make you a better salesperson and a better person overall in every area of your life"*

~**Brian Tracy**, Author of *Unlimited Sales Success*

- The Unexpected Tour Guide - <http://jeffcwest.com/the-unexpected-tour-guide/>
- Sales and Sales Leadership Blog - <http://jeffcwest.com/blog/>



**"The Unexpected Tour Guide is more than a story. It will take you on a personal journey of significance, awareness and faith."**



*"Your life, your income, the results you're getting are nothing more than a mirror reflection of what you are putting forth. If you're unsatisfied with your current results, read The Unexpected Tour Guide. It will help you gain a new, improved perspective and find a more fulfilling direction."*

-**Tom Hopkins**, author of *How to Master the Art of Selling and When Buyers Say No (with Ben Katt)*

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# Social Media



<http://jeffcwest.com>



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- <http://www.facebook.com/salestourguide>
- <http://www.linkedin.com/pub/jeff-west/87/2b4/473>
- <http://twitter.com/JeffCWestAuthor>

Expertise: Sales, Sales Leadership and Entrepreneurialism



Member: National Speakers Association  
Member Children's Healthcare of Atlanta - Circle of Care



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