

Suggested Bio/Intro of Jeff

Jeff West is the author of the heartwarming business parable, *The Unexpected Tour Guide: A Salesman, a Homeless Man, and an Incredible Adventure*, 2015 winner of the Bronze Medal from the Axiom Business Book Awards®.

He is the co-author, along with Direct Sales Legend Lisa M. Wilber, of the bestselling business parable, *Said the Lady with the Blue Hair: 7 Rules for Success in Direct Sales Wrapped in a Wonderful Lesson for Life*, 2023 winner of the Silver Medal from the Axiom Business Book Awards® and a 2023 Finalist from The National Indie Excellence Awards®.

He is a proud member of *The Go-Giver Community* and *The Go-Giver Success Alliance* with Bob Burg and Kathy Tagenel.

He has been a guest on numerous national and international sales shows and has been a quoted source for publications such as *Sales and Marketing Management Magazine*, the *National Federation of Independent Business*, and *Peak Sales Recruiting*.

For over 30 years, Jeff coached and led sales teams in multiple industries and was among the top sales performers and leaders in the nation. For over twenty years, he was an entrepreneur in field sales management with the *Fortune 500*® insurance company, Aflac.

Suggested Bio/Intro (Shorter)

After over 30 years in sales, sales leadership and entrepreneurship, Jeff West is now a writer, speaker and leadership coach.

His books, *The Unexpected Tour Guide*, and *Said the Lady with the Blue Hair* (co-authored with Direct Sales legend Lisa M. Wilber), have earned national awards and bestseller status.

He has been a guest on numerous sales/leadership shows and is a member of the Go-Giver Success Alliance with Bob Burg and Kathy Tagenel.

Suggested Bio/Intro (Shortest)

Heeeeere's Jeff! 😊