

Suggested Bio/Intro of Jeff

Jeff West is the coauthor of the business/sales parable, *Streetwise to Saleswise: Become ObjectionProof™ and Beat the Sales Blues*, along with international bestselling author and sales authority, Bob Burg. He's the author of the heartwarming business/sales 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®. And he is the coauthor, 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 both The National Indie Excellence Awards® and The American Bookfest 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 C. West is now a bestselling and award-winning author, speaker and leadership coach.

His books, *The Unexpected Tour Guide*, and *Said the Lady with the Blue Hair* (coauthored with Direct Sales legend Lisa M. Wilber) have earned recognition from The Axiom Business Book Awards, the National Indie Excellence Awards, and the American Bookfest Awards.

His latest book, *Streetwise to Saleswise: Become ObjectionProof™ and Beat the Sales Blues* (coauthored with Bob Burg), and is earning praise from business leaders around the US.

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

Suggested Bio/Intro (Shortest)

Heeeeere's Jeff! 😊