

# Suggested Interview Questions

(These are for your convenience only. Please feel welcome to ask Jeff anything)

Would you tell us a little about your sales and entrepreneurial journey?

What is the premise of your book, (*Pick Either Book*)?

What do you consider the most important lesson that our audience would take away from reading (*Pick Either Book*)?

Behind the scenes, what's your favorite thing about being an author?

What is FusionPoints™ : Engage the Science of Persistence?

What exactly do you mean by "Engage the *Science* of persistence"?

How would you use that science in building a sales model?

How would you use that science in reducing turnover in your company?

How do people learn new sales skills - or any skills for that matter?

How do you suggest new salespeople approach their training?

How do FusionPoints™ impact other areas of business or life?

# Suggested Introductions

## 1: Just too darned long! 🤔

Jeff C. West, acclaimed author of business parables such as *The Unexpected Tour Guide*, the newly released, *The Hidden Heist* (coauthored with Bill Cates), *Said the Lady with the Blue Hair* (coauthored with Lisa M. Wilber), and *Streetwise to Saleswise* (coauthored with Bob Burg), has turned storytelling into a tool for professional and personal growth. These works have collectively earned six distinguished awards, much to Jeff's delight—and, perhaps, to the amazement of his former college English professors.

Before turning to writing, Jeff built a sales and leadership career spanning more than thirty years across a range of sectors, from musical instruments to employee benefit programs, leading teams to over \$150 million in recurring revenue sales.

He is an internationally recognized expert in the field of sales and sales team leadership, and has appeared a guest on hundreds of live shows and podcasts. He's spoken for major brands at

conferences across the US, and has also 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 a nationally recognized Fortune 200® insurance company—including being a President’s Club Qualifying State Sales Coordinator for Southeast Texas.

Fun Fact: Jeff lives in Texas, where he once played professionally in a Dixieland band. Why? Because, as he contends, everyone loves the tuba player.

### **Suggested Bio # 2: Shorter is better, I think. 🤔**

Jeff C. West, acclaimed author of business parables such as *The Unexpected Tour Guide*, the newly released, *The Hidden Heist* (coauthored with Bill Cates), *Said the Lady with the Blue Hair* (coauthored with Lisa M. Wilber), and *Streetwise to Saleswise* (coauthored with Bob Burg), has turned storytelling into a tool for professional and personal growth. These works have collectively earned six distinguished awards, much to Jeff's delight—and, perhaps, to the amazement of his former college English professors.

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### **Suggested Bio # 3: Shortest, and maybe perfect. 😄**

Heeeeeeeere’s Jeff! 🙌😊