

Dan Kosch

Inspiration, Insight, Ideas that Deliver Sales Results

Passion powered by experience, wisdom seasoned with humor, strategy inspired by success. If you're looking for a speaker to challenge your sales force to make lasting change that drives powerful results, Dan Kosch is the perfect blend.

The Authority on Successful Selling

Dan is a selling expert with more than two decades of direct sales, sales leadership, sales training and consulting experience. As Co-President of IMPAX, a leading sales performance improvement organization, Dan has worked with some of the world's leading organizations including Eli Lilly, DuPont, IBM, Symantec, GE, Microsoft and American Express to catapult their sales force beyond selling obstacles for greater sales success.

Dan knows precisely what works in today's ever-challenging and ever-changing sales environment. And what doesn't – like selling based on price, product and competitive knowledge. Dan translates his breadth and depth of experience into a spirited message that, combined with his unparalleled credibility, compels listeners to improve and strengthen their sales approaches and ultimately, your bottom line.

No matter what your industry, when it comes to selling your sales team on selling value, Dan Kosch delivers.

Beyond Selling Value: Proven Strategies to Avoid the Vendor Trap

Dan's expertise has been compiled in his book, *Beyond Selling Value*, which he co-authored with fellow IMPAX Corporation co-president, Mark Shonka. This book is far more than a business bestseller, "it's destined to become a sales classic," says Larry Wilson, founder of Wilson Learning and a best-selling author himself. It's no wonder that *Beyond Selling Value* was selected from thousands to be placed among the top 40 business books of the year by Business Book Review.

Dan Kosch's Keynote Speech on Today's Top Sales Challenges and How to Overcome Them

The internet, powerful gatekeepers, strategic sourcing, chief procurement officer, vendor auctions, RFPs, and globalization are just a few of the unprecedented realities of today's business environment that conspire to subtract sales professionals from the purchasing equation altogether. You can do far more than survive this hostile environment – you can thrive! But not by what you're selling – by how you're selling!

Other Keynote Speeches that Inspire, Motivate and Transform

- Strategies for Gaining and Maintaining Competitive Immunity
- Critical Success Factors for Building a Value-Based Sales Culture
- Speak to Impress: Compelling Executive Presentations
- Selling to Senior-Level Executives

Dan's Presentations Make a Lasting, Powerful Impact by...

- Delivering specific ideas and strategies to deal with today's unprecedented sales issues.
- Inspiring with real-life examples and case studies.
- Positioning sales professionals to take action with practical, intelligent tools they can use immediately.
- Mobilizing with key insights and best practices from diverse, extensive industry experience.

**Dynamic!
Engaging!
Compelling!**

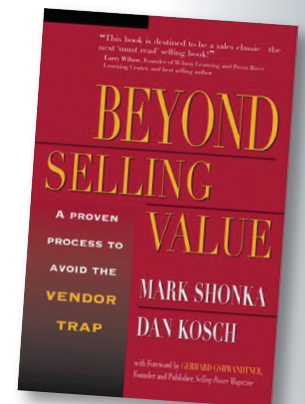
"Dan gave our audience the tools to immediately apply what they learned in the session to their own business."

"In his one-hour presentation, our audience walked away with concepts they could use right away to differentiate themselves from the competition."

"His ability to clearly and compellingly communicate his message to a diverse group of sales professionals indicates that Dan is among the best in his field...he makes you want to sit down and listen."

"His delivery was excellent – very smooth...he was funny, but just enough to get people warmed up and ready to listen to what he had to say. He has great balance."

"Dan is genuine. He clearly is a man who utilizes his own methods and consequently can comfortably, confidently and very capably impart them to others."



IMPAX®

PHONE: 800-457-4727
EMAIL: info@impaxcorp.com
WEBSITE: www.impaxcorp.com

IMPAX is a registered trademark of IMPAX Corporation.