



Don Hutson

Don Hutson's careers in speaking, management and sales have brought him many honors. He successfully worked his way through the University of Memphis, graduating with a degree in Sales. After becoming the #1 salesperson in a national training organization, he established his own training firm and shortly thereafter was in demand as a professional speaker.

Today Don's client list includes over two-thirds of the Fortune 500 Companies, and he is featured in over 100 training films. He is Chairman & CEO of U.S. Learning and makes some 75 speaking appearances per year. Perhaps you have seen him on national television where he is regularly featured on both PBS and TSTN.

Don is the author of nine books including *The Sale* and his latest best seller, #1 on Amazon.com, *The One Minute Entrepreneur* which he co-authored with Ken Blanchard.

Don is a member of the prestigious Speakers Roundtable. He was elected by his peers to the presidency of the National Speakers Association, and has received its coveted "Cavett Award," as member of the year. He has also been inducted into NSA's Speakers Hall of Fame.

Speech Topics

The High Performance Selling Edge

- Learn latest cutting edge selling skills & strategies: Make clients say WOW!
- Relationship Selling - - Keys & Strategies that build immediate rapport
- Be Outstanding! 6 Keys to differentiation to BLAST your toughest competitors
- Re-margin your Profit Zone: Build Value-rather than cut price!
- Do you have what it takes? Attributes of consistent high performers

Twenty-first Century Leadership

- Creating a break-through high performance team
- 5 Powerful Leadership Strategies that Work
- Coaching - Gold Medal focus for Outstanding Results
- The Secrets of Exceptional Managers : Managing Different People Differently
- Leadership Style: Earning Loyalty from Top Producers

The Art of Selling Different People Differently

- Developing your Personal Power: 4 Keys to Understanding Human Behavior
- The "A" Factor - The key to high productivity
- Personality Plus: How to project an authentic image of excellence
- How To Attract and Retain Profitable Customers
- The philosophy of Abundance: 4 Steps to Boundless Market Share

Motivation to the Max!

- Learn to tap into our greatest Source of personal power
- The KEY to getting and staying motivated
- Information Overload - the 3 "P"s to your Personal best
- Discipline Dynamics: Finding the key to personal excellence
- What is a "Contented Achiever" and how to become one?

Keeping Customers Happy for LIFE!

- Developing Customer Centric Service Strategies
- Wow your Customers - Performing Customer Service Miracles!
- How to provide EXTREME customer care
- Meeting & Exceeding the 10 New Consumer Service Demands
- Building & Developing your own USP - Personal Branding