



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Jim Pancero, CSP, CPAE

Travels from: Minnesota

Fee Range: \$10,001 - \$15,000

Jim Pancero has the most advanced, leading-edge "business to business" sales and sales management training available today. Everything he does is extensively researched and has one bottom line focus ... to increase an organization's competitive advantage and market uniqueness.

Jim's work focuses on sales organizations with high priced, large and/or competitively complex products and services. His information-intensive keynote speeches, training programs and in-depth consulting work detail his innovative selling processes and strategies for the new economy and global marketplace.

Even during a sixty-minute keynote, Jim provides the most experienced members of his audience with proven, immediately usable advanced ideas to increase their competitive advantage and enhance their selling processes. His combination of humor and real-world examples evolved from his experience researching and training in over 80 different industries.

Jim has been directly involved in "business-to-business" selling for over 35 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force.

In 1982, Jim founded his advanced sales training and consulting company. Since then, Jim has conducted over 2,500 presentations or consulting days for 500 companies providing a career average of five events per client. Over 90% of Jim's clients utilize his services more than once. Jim is the author of *You Can Always Sell More - How To Improve Any Sales Force* and *Leading Your Sales Team*.

Most Requested Programs...

- You Can Always Sell More - Even In A Tougher Economy!
- Understanding How to Maximize the Structures of Successful Negotiations
- New Rules Of Selling: Are You Good Enough to Get Better?
- Improving Brand "You!"
- Seven Questions to Evaluate the Competitive Marketing Health of Your Business