

# Southwestern Trainers

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Unlock your team's next  
level of talent





# Training you can trust to transform your team.

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Whether you're looking for a one-time training event or you want to build a robust training event for your organization, you need a team with the experience and the manpower to take your people to the next level. With customized solutions to help target your team's pain points, our interactive trainings can help take your group to the next level.



# OUR PROPRIETARY PROCESS

## 1 Research

We're not presumptive enough to think we know your business better than you do, so we take the time to learn the needs of your business through shadow days, interviews, surveys, and more.

## 2 Consult

We want your fingerprints all over this training, so we take our research back to your leadership team and collaborate with you to design a tailored solution.

## 3 Create

We have hundreds of modules of content, but the thing our clients love about working with us is that we tailor that content to solve their business needs. When you partner with us for training, the content will sound like you and be what just what your audience needs.

## 4 Embed

We don't just "stand and deliver." Your training will be interactive to equip your team members with new habits.

## BENEFITS OF TRAINING

INCREASE PROFIT  
MARGIN BY

24%

INCREASE  
PRODUCTION BY

25%

INCREASE EMPLOYEE  
RETENTION BY

40%

RETURN ON  
INVESTMENT OF

353%

# FEATURED CERTIFIED TRAINERS



## ANGIE MOSS

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Key West, FL

### ABOUT ANGIE

Angie Moss is a seasoned and accomplished Sales and Leadership Coach and Trainer, currently holding a Professional Coaching Certification from the International Coaching Federation. With over 30 years of illustrious sales and management experience across diverse industries, including mortgage, healthcare, insurance, and printing/publishing, Angie has honed her skills to empower individuals to reach the pinnacle of their professional success.

Angie recognizes the unique challenges faced by top producers and executives and tailors her methodologies to suit their specific needs. With an innate ability to identify both strengths and areas of growth, Angie skillfully guides her clients through transformative journeys that unlock their untapped potential. Angie developed Elevate Mortgage - a sales and mortgage training program designed to help new to industry loan officers create early success in their careers.



## BECCA GOLDSBERRY

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Indianapolis, IN

### ABOUT BECCA

As a Certified Trainer, Becca is an expert in recruiting, lead generation, and business development. She has been recognized as a top recruiter, and prior to becoming joining our team, she led a large organization with more than 300 people in her downline. Becca's passion is to develop her team members and believes in leading by example.

Becca has always strived for success—a trait that has helped her stand out from other professionals. She has ranked in the Top 50 of sales associates out of over 10,000 peers, and as a producer, she drove business sales to an increase of over 170%. She is also an experienced merchandiser who has worked for several Fortune 500 companies, including the world's largest retailer. Becca is committed to helping people realize their ultimate potential and inspiring them to live a life of excellence, joy, and success.



## **BELINDA LANDERS JACKSON**

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Atlanta, GA

### **ABOUT BELINDA**

As a Certified Trainer, Belinda has extensive experience working with sales professionals in multiple industries, including commercial and residential real estate, mortgage branch managers and loan officers, title companies and closing attorneys and insurance leaders and agents. She also has clients who are start-up owners, commercial and industrial product businesses, home and home improvement businesses, law firm professionals, and medical offices.

Belinda helps people be more efficient in their sales processes, from taking phone calls to following up, closing, and retaining their client bases. Her passion is to lead individuals to become the best versions of themselves in both their personal and professional lives.



## **BOB MOSES**

Partner, Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Downingtown, PA

### **ABOUT BOB**

As Bob is a fun, no-nonsense expert in helping people unleash their potential and enjoy a life of abundance and fulfillment. He is energized by topics such as time management, effective leadership, recruiting, goal setting, and sales. As a testimony to his ability to achieve his dreams, Bob was fortunate enough to retire in his mid-30s.

He is the #1 Executive Recruiter in the history ThinkingAhead Executive Search, and he earned the highest awards possible for number of hours worked and sales presentations performed at Southwestern Advantage. He was the #1 Manager and #1 Salesperson in the Mid-Atlantic region for Southwestern Advantage as well as the #1 Rookie salesperson for a national insurance company and the #1 salesperson for a 220-employee national financial firm.

Bob returned to the workforce because of his insatiable passion to help others realize their dreams. He has a lifelong enthusiasm for business strategy and decision making, and he is passionate about bringing out the best in people.



## BRENT WIDMAN

Partner, Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Plymouth, MN

### ABOUT BRENT

Certified Trainer Brent Widman has nearly 20 years of proven sales experience in which he has worked with hundreds of companies across industries ranging from small businesses to Fortune 500 executives. Daily, Brent applies the skills he has spent decades honing to his professional career, where he's found passion as a sales director, district manager, and division director. He's shared his passion and story with countless executives as he's helped them achieve their own goals and find the levels of success they have spent their careers pursuing.

Brent is the epitome of discipline and consistency. Year after year, he is ranked in the top 5% of the company. He is a consistent top producer with expertise in lead generation, prospecting, selling to top executives, and the art of follow-up. He is the true meaning of being dedicated to your craft and doing what it takes to become successful. He has a relentless commitment to empower his clients to embrace the difficult, improve their processes, and blaze their own path.



## BRUCE POMMIER

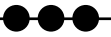
Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Independence, KY

### ABOUT BRUCE

As a Certified Trainer, Bruce has more than a decade of proven sales performance and leadership experience in B2B sales. Throughout his career, he has been a consistent top producer with expertise in lead generation, prospecting, account acquisition, and the art of follow-up. His skills have propelled his professional career and given him the ability to help others do the same.

Bruce has a never-ending commitment to empower his clients to “embrace the suck,” improve their processes, and blaze their own path to success by pushing past their own self-limiting beliefs. Learning early on to commit to the difficult, his principles would provide opportunities in both sales and in life, always motivating him to achieve more. Bruce's main goal is to help you achieve the goals you want by using the time-tested tools and curriculum from Southwestern as well as key books and resources, all the while providing needed motivation and inspiration.



## **CHRISTINA GRADILLAS**

Partner, Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Castle Rock, CO

### **ABOUT CHRISTINA**

As a Certified Trainer, Christina is an experienced business leader with a demonstrated history of success in recruiting, employee development, and managing top-producing teams. Christina has empowered thousands of professionals across the country to achieve their personal, financial, and professional goals and reach the next level in their sales careers.

Christina has a wide range of professional experience, from customer service and business development to fundraising and event coordination. She has been a sales practitioner since her summer internship while at the University of Arizona, and she has managed top-producing teams and consistently performed as a top producer herself. Christina believes that every individual is capable of greatness and thrives on helping each person discover their own. A successful sales practitioner first and foremost, Christina knows how to relate to and help change the habits of sales professionals because she is doing it in her own business every day.



## **DANA POTTHOFF**

Partner, Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Orange, NJ

### **ABOUT DANA**

As a Certified Trainer, Dana has nearly two decades of experience in all aspects of sales working with hundreds of companies across multiple industries. When a spinal injury abruptly ended her collegiate athletic career, Dana applied the valuable lessons in perseverance, teamwork, leadership, and mental fortitude she had learned to a new career in sales. She quickly discovered a passion and talent for consulting, speaking, and mentoring. A true maximizer of productivity, she joined the Tom James Company and grew the business of female clientele to the second largest in the nation and consistently ranked in the top 1% in generating new business.

Dana is a powerhouse who consistently leads with integrity, inspiring team members and clients, and smashing company records along the way. When she joined our team, she broke the long-standing record for the most clients engaged in a year by any coach and quickly became a partner.



## **DAVE BROWN**

Founding Partner, Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Nashville, TN

### **ABOUT DAVE**

Dave Brown has trained and spoken to hundreds of thousands of sales professionals across the globe. Dave is a “servant salesperson” known for his boundless enthusiasm for sales and for leading his team by example. As a certified trainer, Dave strives to help individuals and organizations reach peak performance in business and in life. Dave has a passion for empowering salespeople everywhere with key principles to make selling more emotionally and financially rewarding.

Dave brings a rich history of accolades and accomplishment to his work, having excelled in the trenches of sales, business, and life as a true competitor. His infectious excitement for helping people achieve their goals in life continuously encourages his team members and clients to embrace their roles with passion, blow through their belief barriers, and achieve unprecedented success. Through his new book *Servant Selling*, Dave helps even more people learn how to get over themselves and genuinely serve their team members and customers."



## **ELIZABETH MAHUSAY**

Professional Sales and Leadership Coach, Certified Trainer

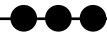
📍 Traveling from McKinney, TX

### **ABOUT ELIZABETH**

Elizabeth is dynamic, high energy, and focused on helping people realize their full potential. She is an expert in thought transformation and believes that right thinking is the foundation for success. Throughout her career, Elizabeth has trained thousands of people to overcome negative thinking while implementing proven systems that create a growth environment.

She has excelled as a professional sales and leadership coach, trainer, author, and keynote speaker and has served in numerous leadership roles. Her varied experience includes serving as a science department chair, leading a 180-member direct sales team, leading the women’s ministry for her church, and serving her local community through her chamber of commerce.





## **EMMIE BROWN**

Senior Partner, Certified Trainer

📍 Traveling from Nashville, TN

### **ABOUT EMMIE**

As a sales psychology expert, Certified Trainer, and President of Southwestern Training, Emmie Brown personally empowers some of the most successful company leaders across numerous industries to develop processes, build great teams, and maximize overall performance. Since joining Southwestern Consulting, Emmie has been one of the company's top salespeople, coaches, trainers, and speakers. A practitioner of what she teaches, Emmie is an ultra-performer and is consistently in the top 1% in personal sales production.

Her success led her to spend four years on a national tour, training sales organizations around the country. She interviewed and spoke to more than 550 teams, learning extensively about what creates breakdowns in communication, why salespeople don't make the sale, and the reasons organizations don't reach their potential. Emmie has a psychology degree, giving her unique insights that help her clients more effectively communicate their point of view, be more persuasive in selling, and motivate their team to action.



## **GENA PARKER**

Partner, Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Denver, CO

### **ABOUT GENA**

Gena is a top-producing Certified Trainer with more than 15 years of sales experience in which she has worked with hundreds of clients from various industries. A master of lead generation and prospecting, Gena serves her clients as a powerful resource in honing these skills to increase their sales and crush their goals. She ignites salespeople, managers, executives, and teams to commit to the value of a schedule and good habits to achieve success.

Gena was integral in the development of 15 new markets for Southwestern Advantage over a period of eight years while also consistently ranking in the Top 5% of salespeople in the company. She firmly believes it is possible to have your cake and eat it too, and that "success in one area doesn't mean martyrdom in another." Her life's passion is helping people achieve a healthy balance of time and enjoying the fruits of their labor.



## JAY WANG

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from San Clemente, CA

### ABOUT JAY

As a Certified Trainer, Jay has trained thousands of salespeople across the country, motivating them to succeed. He began his career selling books with the Southwestern Advantage internship program while in college. There, he was in the top 1% of sales producers, recruited other salespeople, and managed teams to pay his way through school.

After graduating with a degree in business management from Cal State Long Beach, Jay transitioned to managing multi-million-dollar commercial real estate properties for Mighty Development. He continued to do so for four years while achieving record-breaking occupancies. Jay has been with Southwestern Consulting for over a decade.



## JENNY WIDMAN

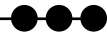
Partner, Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Plymouth, MN

### ABOUT JENNY

As a Certified Trainer, Jenny is passionate about helping others hit their goals and break their belief barriers. She began working with Southwestern in 2010 and has since conducted over 500 one-on-one interviews and recruited over 100 people, which has earned her the Platinum status of the Spencer Hays Award—the highest award in recruiting a person can earn at Southwestern.

Jenny was the 2019 number #1 top producer in the company, and a top producer every year for the last decade. She has personally selected, trained, and motivated salespeople to do the same year after year and that has earned her the Team Leader of the Year twice. Her favorite quote is: “Nothing is impossible, the word itself says I’M POSSIBLE!”



## **KARLA LEWIS**

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Fostoria, OH

### **ABOUT KARLA**

As a Certified Trainer, Karla has a 30+ year sales record of being a top producer. She is most interested in helping people who want to take their lives and careers to the next level and become the most MARVELous versions of themselves! Her clients have enjoyed increased income, better quality of life, and improved leadership skills because of her coaching. Karla is an entrepreneur and a leader at her core. She has specific experience as a sales executive, leader, and trainer. She is a former lead sales executive who was responsible for 80% of an ISP company's entire annual revenue.

Karla has led her own companies to success, as well as counseled other businesses to improve in areas such as business development and sales, marketing, event production, customer service training, image, and branding. She has worked with business leaders to improve their leadership through better communication, better questions, working to create their own individual "Vision-Purpose-Mission" statements and then a company creed. Currently she is the only person at Southwestern Consulting to have earned the title of "Coach of the Year" twice.



## **KATIE HASSON**

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Treasure Island, FL

### **ABOUT KATIE**

As a Certified Trainer, Katie enjoys motivating and cheering her clients on to unprecedented success. She began her sales career working for the Southwestern Advantage college program where she sold educational materials for four years and recruited a top-performing team. During that time, she ranked 26th out of more than 2,000 first-year salespeople. Katie earned the Spencer Hayes Award—the highest award in recruiting at Southwestern Advantage. She also received the Gold Certification in sales and recruiting, progressing through sales management positions rapidly with a record of outstanding organizational growth and exceptional individual sales performance.

Her passion comes from being able to help others reach new potential and expand their positive mentality. One of Katie's favorite affirmations is, "Hope is a combination of setting goals, having the tenacity and perseverance to pursue them, and believing in our own abilities."



## KERRI TUTTLE

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from California, MO

### ABOUT KERRI

With 20+ years of experience in sales, coaching, training, and public speaking, Kerri knows how to inspire and guide people to reach new levels of excellence. As a Certified Trainer, she believes in continuous improvement and that the best times are always ahead of us. Kerri also knows that when the focus is to truly serve others and impact the world in a positive and meaningful way, success follows. Her personal mission is to help others see and realize their own untapped potential.

Kerri started in sales as a college intern with Southwestern Advantage. Over time, her career grew in scope and responsibility through financial services, insurance, and state government. Prior to joining Southwestern Consulting, she served as the Director of Talent Development for a 40,000+ employee enterprise. She is a Certified Professional in Learning and Performance (CPLP), as well as a top producer and award winner in sales.



## MARJORIE DUDLEY

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from North Fort Myers, FL

### ABOUT MARJORIE

As a Certified Trainer for Southwestern Consulting, Marjorie is passionate about helping clients build strong habits, develop positive self-talk, and become intentional about their lives to redefine what's possible. Marjorie got her start in sales by selling books for Southwestern Advantage throughout college where she quickly became a top performer. She rapidly progressed through multiple sales positions with a track record of exceptional growth. Marjorie specializes in direct sales, insurance, finance, construction and trades, real estate, mortgage, healthcare, leadership, recruiting, and retention.

Marjorie believes there are no shortcuts to success but rather a series of intentionally developed habits that take us where we want to go. In that pursuit, she helps clients identify, define, and execute the habits that will lead them toward their goals in business and in life. She lives by the motto that, "If it were easy, everyone would do it." She helps clients all over the country do the hard thing every day to become the best version of themselves!"



## MELANIE HOLSCHER

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Zelienople, PA

### ABOUT MELANIE

Melanie is a high-performance, business-scaling Certified Trainer passionate about helping leaders and teams work together to achieve peak performance. She guides people to apply solid business strategies to help them put more money in their bank accounts while returning more time into their day.

After being called to war by a bleak Stage 4 cancer diagnosis and being told she only had months to live, Melanie discovered how mindset impacts outcomes in every area of our lives. With a servant's heart, she engages audiences all over the country to reframe their perceptions of possibility, change, and adversity. She shared her journey in the Amazon best-seller, *Becoming Ovary Jones: How to fight cancer without losing your mind*. Warriors all over the world find hope in the pages of her story and thank her for helping them through the darkest days of their battle.



## MICHELLE WATSON

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Red Deer, Alberta, CA

### ABOUT MICHELLE

Certified Trainer Michelle Watson began her career selling books, recruiting, and leading teams with Southwestern Advantage, where she finished in the top 5% of all salespeople. Michelle continued recruiting, building, and managing teams in staffing, finance, consulting, and professional services by marketing to and recruiting candidates for multinational Fortune 500 organizations.

Later in her career, she moved into higher education and served as a faculty member and coach at the University of British Columbia's Sauder School of Business. She taught personal branding, professionalism, and sales fundamentals to more than 1,000 commerce students each year. Now, Michelle enjoys bringing her breadth of experiences, passion for building long-term relationships, and tough love teaching style to Southwestern Coaching clients.



## NANCY GRAVE

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Mount Pleasant, SC

### ABOUT NANCY

As a Certified Trainer Nancy's passion lies in being able to partner, support, and challenge clients toward living the life that makes them feel most efficient, fulfilled, and content. She began her selling career in between finishing her undergraduate degree and starting her master's degree as a top producer and leader for Southwestern Advantage. Nancy went on to work for a consulting company in London that specializes in sales transformation by supporting clients in both the strategy and execution of their sales force effectiveness.

Nancy most recently worked as a consultant/entrepreneur, growing a successful multilevel marketing premium skincare business alongside her own private coaching enterprise. Nancy believes that if you can have a positive mindset, crystalize your goals and determine what truly matters and motivates you—AND if you are willing to put the hard work in—anything is possible.



## OMAR IRIBE

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Tampa, FL

### ABOUT OMAR

As a Certified Trainer, Omar is passionate about providing service and creating positive results for the global community. He thrives in simplifying complex situations and has ample experience in leadership, strategy, and innovative thinking. Omar is a former District Sales Manager for Southwestern Advantage, where he recruited, trained, and managed several hundred college students to sell books.

Omar is a graduate of UCLA and completed his master's degree in global leadership from USD. As a master recruiter, Omar is skillful in sales training and coaching, bringing out the best in others, and supporting them in reaching their personal and professional goals. He believes in having fun while pursuing and accomplishing your true success.



## **TEEJ CUMMINS**

Professional Sales and Leadership Coach, Certified Trainer

📍 Traveling from Vero Beach, FL

### **ABOUT TEEJ**

Teej is a motivator, implementer, and people-grower with over 20 years of experience in sales and leadership. As a trainer, she excels at empowering her audience to overcome obstacles and unlock their top potential. After attending school for performing arts, she launched an early career in fashion, voice talent, and media sales, then transitioned into financial services and wealth management. There, she discovered a passion for helping entrepreneurs achieve financial wellness. She built teams and territories that consistently ranked highest in retention, customer satisfaction scores, and profits.

Teej has a diverse ability to train leaders on topics that impact their companies and team members at the core. She is certified in Team Engagement and Diversity and Inclusion, a few of her leading passions. Teej believes that conviction and consistency are the result of taking steps to clarify your vision, mission, and purpose.



**BOOK A TRAINER TODAY**  
[southwesternconsulting.com/training](https://southwesternconsulting.com/training)

## SALES SKILLS

- Overcoming Fear to Maximize Personal **Potential**
- Using **Social Media** to Generate Infinite Leads
- Mastering **Time Management** for Today's Workforce
- How to Create a **Lead Generation** Machine
- **Prospecting** Strategies to Get More Meetings
- **Phone Skills** to Help You Increase Sales
- Getting Past **Gatekeepers**
- Making Powerful **First Impressions**
- **Building Relationships** with Navigate™ Behavioral Selling
- Improving Sales through **Question-Based Selling**
- **Presentation Secrets** that Shorten Sales Cycles
- Capturing More Customers with **Servant-Minded Closing**
- Building a **Referral-Based** Business
- Automating **Follow-Up** to Gain & Retain Customers
- Growing Sales by Preventing & Handling **Objections**
- Utilizing **Networking** as a Lead Generation Strategy
- Land & Expand: Keys to **Account Management**

## PROFESSIONAL DEVELOPMENT

- Keys & Insights to Successful **Customer Service**
- The Art of **Exceeding** Expectations
- Navigate™ Behavioral-Based **Communication Strategies**
- Improving Performance & **Reducing Conflict** through Managerial & **Self-Mediation**
- Next Generation Marketing: Understanding **Social Media** & Mobile Technology
- Relating with the **Generations** in Today's Workforce
- Presentation Skills: Becoming a **Master Storyteller**
- Finding Your Why & Identifying Your Personal **Purpose**
- The Do's & Don'ts of **Email Communication**
- **Emotional Intelligence** & Increasing Self-Awareness
- Improve **Workplace Efficiency** with our Problem-Solving Formula

## SALES MANAGEMENT

- **Time Management** Strategies for Sales Managers
- Building **Effective Communication** through 1-on-1 Meetings
- **Leading** Effective Team Meetings
- **Recruiting** Top Performers
- Creating Results through **In-Field Training & Shadowing**
- Developing **Internal** Sales Training Systems
- Using **Incentives & Contests** to Motivate Your Team
- Keys to Holding Your Sales Team **Accountable**
- Increasing Results through Effective **Territory Management**
- Improving **Closing Ratios** by Managing Sales Activity
- Maximizing **Performance** through ECCE™ Leadership Adjustment Training

## LEADERSHIP DEVELOPMENT

- Principles of Great **Leadership** & Effective **Management**
- 10 Keys to Creating a High-Performance **Culture**
- Developing a **Goal-Oriented** Organization
- Principles of Leadership **Accountability**
- Getting the Most Out of Your **Team** with Navigate™ Behavioral Based Leadership
- How to **Multiply Time**
- **Adaptive Leadership** with The Skill/Will Matrix
- Building **Team Unity** by Creating a **Creed**
- 8 Ways to **Motivate & Inspire** Your Team
- **Constructive Confrontations** & Turning Around Under-Performers
- Leading the **Next Generation** Workforce



# TRAINING TESTIMONIALS

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*Thank you for being part of our National Sales Conference last week. From the sales training session to the keynote presentation, it was awesome! Speaking to a wide range of sales reps at various levels can be a difficult task...You took on the challenge, and in my opinion, knocked it out of the park.*

**Jeff E., RVP Group Sales and Training – West Region Mutual of Omaha**

“

*I learned more in 60 minutes from [my trainer] than the most recent 10 “trainers” I’ve been around. Thank you for your extraordinary presentation.*

**Susan H., Branch Manager**

“

*I would highly recommend using [my trainer] and [his] team to anyone and everyone. He’s an excellent resource and creates an individualized program to meet you where you are and help you in all areas.*

**Matt L., Commercial Real Estate**

“

*[Our trainer] gave a sales skills presentation to my team today. She is AWESOME, and my team really got a lot out the time spent. [She] really knows her stuff, is professional and engaging. Give her a try!*

**John W., Mortgage Leader VP, Mortgage Banking at Bank of the West**

“

*[Our trainer] spoke to our executive networking forum and hit a home run! His energy, passion and expertise as a salesperson was evident to anyone there. He provided us with concrete takeaways that we can use and help propel each of us to the next level. I highly recommend [him] and wish we could have him speak each month!*

**Forrest W., Founder and CEO, IronTribe Fitness**

Through our simple, trilateral methodology, we help you grow your revenues, improve your team productivity, and scale your workforce. This tested and proven approach will grow your team to be highly skilled, incredibly organized, and enthusiastically motivated!

## LEADING BRANDS WHO TRUST OUR EXPERTISE:



# BOOK A TRAINER TODAY!