

BOOK KEITH ROSEN

To Contact Keith

We welcome the opportunity to work with you on your next event. If you have questions about how Keith Rosen's services could be a fit for your company, meeting or event, or if you'd like to check Keith's availability, please email us at info@ProfitBuilders.com or call 1-888-262-2450, 516-771-1444.

Information about Keith

[Keith's Bio \(See page 2\)](#)

[Keith's Speaking Topics \(See pages 5-9\)](#)

Photo Gallery



Keith's Presentations

Keith's keynotes and seminars are customized to meet the specific needs of your audience. Whether you would like Keith to speak for 90 minutes or deliver a two day event, Keith is happy to customize the length and material to meet your objectives and event schedules.

- [Comments from Other Thought Leaders \(See page 3\)](#)
- [Comments from Keith's Audiences \(See page 10\)](#)

Press and other Media

- [Latest News](#)

Keith's Three Selling Power Interview with Founder and Publisher

- [Anatomy of the Selling Process and Roadblocks to Avoid](#)
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KEITH ROSEN, MCC



Keith Rosen is the executive sales coach that top managers, sales professionals and executives in many of the world's leading companies call first. He is one of the foremost authorities on assisting people in achieving positive, measurable change in their attitude, in their behavior and in their results.

An engaging speaker and well-known author, Keith has shared his personal brand of experience to reshape the landscape of companies around the world. His results-oriented, infectious attitude inspires his clients to take the right actions in order for them to master their time, become sales champions, develop a world class high performance team, enjoy a healthy, balanced life and achieve richer and more rewarding goals – today.

As one of the very first coaches to be awarded the distinguished Master Certified Coach designation, Keith is the 'go to' guy for advice and guidance that has helped thousands of salespeople, managers, coaches and business owners live their true potential. *Inc.* and *Fast*

Company magazines named Keith one of the foremost respected and influential executive coaches in the country. *Software Sales Journal* named Keith's company one of the Top Nine Best Training Firms. It was Keith who was called upon after the devastation of 9/11 to develop an internal executive coaching initiative for leaders in the Intelligence community.

President of **Profit Builders**, a provider of leadership and sales coaching and training, Keith is the best selling author of "*Time Management for Sales Professionals*", "*The Complete Idiots Guide to Cold Calling*", and "*The Complete Idiots Guide to Closing the Sale*". His latest book, "*Coaching Salespeople into Sales Champions*," is for anyone who needs to better hire, retain and motivate a team of top producers and develop the missing discipline of leadership; executive sales coaching.

Keith has been featured in *The New York Times*, *the Washington Times*, *the Wall Street Journal*, *Inc.*, *Selling Power*, and *Sales and Marketing Management*, *TheStreet.com* and *Entrepreneur radio*. He is also a frequent contributor to the *Selling Power Live* and has been appointed as the Expert Sales Advisor for *AllBusiness.com*.

Keith lives in New York with his wife and three children.

COMMENTS FROM OTHER THOUGHT LEADERS

"If you embrace Keith's philosophy around coaching, you can certainly expect to win in all areas of your life, while making a profound and measurable impact on your salespeople's performance and attitude."

**Dr. Denis Waitley,
Best Selling Author of *The Seeds of Greatness* and *The Psychology of Winning***

"There is no other single activity to boost sales that works better than sales coaching and this book is the best ever written on how to do it well."

Brian Tracy – Author – *Getting Rich Your Own Way*

"Keith Rosen takes you by the hand and walks you step-by-step through your negative thinking, fear and reluctance."

Ken Blanchard, co-author of *The One Minute Manager*®

"Fluffless! Rosen continues to give practical, A to Z how-to advice. After you read it, simply do it!"

Anthony Parinello, Author; *Selling to VITO*

*"There are very few good books published for sales managers and most of them are filled with biased ideology and abstract concepts. Keith Rosen's book is refreshingly practical. It contains concrete steps on what to coach, how to coach and how to bring out people's hidden talents without resentment, or frustration. *Coaching Salespeople into Sales Champions* is the clearly the best book on sales coaching I've seen in a decade."*

Gerhard Gschwandtner, Founder and Publisher, *Selling Power*

"This is a book that will truly take entire sales organizations to the next level. Keith is spot on, and his approach to accountability in the coaching process is what so many sales people and sales managers are missing."

Tom Ziglar, CEO Ziglar, Inc.

"To lead is to serve and to truly serve is to coach. In a world of hyper competition and talent shortages, pithy leadership quotes won't be enough. In Keith Rosen's brilliant book you'll not only learn how to create a winning culture and a competitive advantage for your team through coaching but also how to create and leave a legacy that you'll be proud of. These lessons, if applied, have the power to transform your team, your management career and your life."

Vince Thompson, Author of *Ignited*

*"When it comes to building a top sales organization, Keith has got the market cornered on tactical leadership strategies for today's workforce. *Coaching Salespeople into Sales Champions* is a winning playbook for managers who need to strengthen and invigorate their sales team through executive sales coaching."*

David Hirsch, Director of Business to Business Vertical Markets Group, Google

"We can give salespeople all of the training in the world, we can inspire them and motivate them, we can even provide them with the latest and greatest technology....but in today's highly competitive marketplace, we can measurably accelerate their success through coaching and this is THE TACTICAL PLAY BOOK to help get it done!"

Michael Norton, Chairman of the Board and Founder, CanDoGo™

COMMENTS FROM OTHER THOUGHT LEADERS (CONTINUED)

"Keith offers insightful BUT practical coaching. It is easy to get so blinded by the drive for results that you don't even realize your actions are working against you. Coaching Salespeople into Sales Champions will help you identify what truly supports your sales team and provides a guide to putting it into action every day."

Margo Manning, Senior Vice President of Sales and Training, Dave and Buster's, Inc.

"This book will inspire you to take a fresh new look at what you have become familiar with doing every day, as you lead and interact with your sales team. Each chapter is full of approaches that have been proven to work, tools to develop better skills, and application of concepts that are illustrated through real life scenarios. Time invested with this material will improve your coaching and interpersonal skills, while unlocking your sales team's hidden potential. Coaching Salespeople into Sales Champions is a must-read for any sales manager."

Robb King II, VP Operations, Paul Davis Restoration, Inc.

"Great playbook that all leaders should read and reference. Keith has done a tremendous job outlining the importance of coaching vs. managing. Implementing Keith's playbook will drive the development of high performance salespeople and superior results."

Kelly Carioti, VP PepsiCo - Specialty and Self-Service Retail

"I hired Keith to coach my North American sales organization. His high energy seminars gave them the skills and confidence to take their process to the next level. In his latest book "Coaching Sales People into Champions," Keith once again addresses "real world" skills for both sales managers and sales people. Simply put; if you want your salespeople to have the same laser focused intensity that my sales team now has, I suggest you not only read this book, but study it and implement it!!"

Michael B. Kirven, CEO, Bluewolf

"Coaching Salespeople into Sales Champions is highly recommended reading for managers and executives who are looking to improve their sales organization and avoid the myriad of pitfalls that can hurt sales performance. Keith effectively addresses the burning issue regarding successful leadership and coaching sales teams, which we all know is a huge challenge in every company."

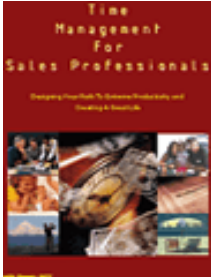
Razi Imam, CEO, Landslide Technologies Inc.

"Keith Rosen has crafted an intuitive coach's handbook for sales executives who are looking to maximize their force's talents to generate more sales in an increasingly competitive marketplace."

David Thompson, CEO & Co-founder, Genius.com

IF YOU WANT A GREAT LIFE, SCHEDULE ONE

HOW TO GET EVERYTHING DONE AND STILL HAVE A LIFE



Need more time? Ever lose a sale due to poor follow up? Are you as productive and organized as you'd like to be? Do you find it challenging to manage and prioritize all of your tasks? Wish you had more 'face time' with prospects and less 'desk time' playing catch up? If you're ready to **reduce the stress and chaos that results from poor planning**, learn the secrets of successful time management and eliminate at least two hours of your daily workload while maintaining a healthy, enjoyable balance in your life.

In this program you'll discover how to **design and follow a highly effective routine that complements your goals, lifestyle and priorities**. This will allow you to focus on and complete the activities that support your objectives and goals - and enhance the quality of your life. Keith will introduce you to a step-by-step process that will allow you to identify a series of focused, defined actions and tasks that serve you best, to create a winning daily, weekly, or monthly routine. This will enable you to generate meaningful, long lasting results each day.

Whether you're a business owner, manager, sales professional or non-selling professional, this program is packed with real life examples, case studies, templates, action steps and exercises that will empower your audience to:

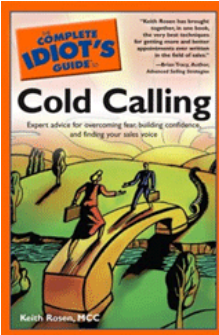
- Manage your prospect list and stop losing sales to your competitors. Never "drop the ball" again.
- Eliminate at least two hours of your daily workload.
- Maintain your focus, reduce distractions and reach bigger, more rewarding goals quickly.
- Eliminate stress, get hyper-organized and do more of the things you really want.
- Improve your meeting rate with qualified prospects and avoid playing the "numbers game" with those who aren't qualified.
- Remove the clutter and chaos from your life while you eliminate the problems and "*Hidden Overhead*" that slow down productivity, causes stress and wastes time, money and energy.
- Complete your never-ending "to-do" list.
- Identify your time killers and eliminate what you don't want to be doing.

"There are many ways to become a peak performer in your business. Working with Keith will get you there faster than you can ever imagine. In six months, I've closed more deals, cultivated more relationships, and added more value to my clients than I ever thought possible because of Keith Rosen's coaching program. If you're looking to take your life and business to the next level, then working with Keith is the best way to do it."

Jared Ikeda - Real Estate Developer

PERMISSION BASED PROSPECTING

ATTRACT AND CONVERT MORE QUALIFIED PROSPECTS INTO CLIENTS



Does this sound familiar? *"If I could get in front of the prospect, the rest of the selling process becomes easier. It's just getting in front of them that's the challenge."* The fact is most cold calling efforts are doomed from the start. Salespeople lose sales not due to a lack of effort but because they lack a prospecting system they are comfortable with and can trust to generate greater, consistent results.

If you are prospecting the same way you have been for the last several years (including the, "calling to check in, touch base or follow-up" approach) or haven't been prospecting at all, you're simply making it easier for your competition to take away the new business you are working so hard to earn. So, if you love to sell but hate (or don't like) to prospect, this program is your opportunity to **maximize your cold calling potential and boost your income** by learning how to get in front of the right prospects in less time and **create greater selling opportunities** without the fear, pressure or anxiety associated with cold calling.

Keith will show you how to:

- Utilize the 7 steps to a permission-based cold calling conversation so that you don't have to push your presentation and hope there's a fit.
- Leverage your talents and prospecting efforts to generate more appointments and more sales in less time rather than playing the numbers game.
- Create winning voice mail messages that will ensure more return calls.
- Discover the nine steps to making fear your ally so that you can remain focused, upbeat and positive, and handle rejection like a pro.
- Develop your MVP (Most Valuable Proposition) that separates you from your competition.
- Craft the Compelling Reasons that would motivate a prospect to speak with you.
- Prevent and defuse initial objections such as, "I'm not interested," "We don't have any money now" or "Call me back later."
- Develop the right questions and uncover new selling opportunities in seconds so that you can stop wasting precious time on the wrong prospects!
- Design your own step-by-step prospecting and follow-up system that runs on autopilot and is aligned with your selling philosophy, strengths, objectives and natural talents rather than taking the generic, "One size fits all" approach.

"Now there is a single source - this book - that gives you the step-by-step, word-by-word instructions you need to get in front of more people and make more sales than ever before. Keith Rosen has brought together, in one book, the very best techniques for getting more and better appointments ever written in the field of sales."

Brian Tracy, Author - *Advanced Selling Strategies*

"Nobody is really an idiot-let alone a complete idiot. But if you feel like one when it comes to attracting new business, this is the book for you. Keith Rosen takes you by the hand and walks you step-by-step through your negative thinking, fear and reluctance. A helpful, encouraging guide."

Ken Blanchard, co-author of *The One Minute Manager®* and *The Secret: What Great Leaders Know-and Do*

PERMISSION BASED SELLING
CLOSE MORE SALES – WITH PERMISSION
A TACTICAL, PROCESS DRIVEN SELLING SYSTEM



You know your product and industry, and can deliver your service like a true expert. But to reach all your goals, make more money and enjoy additional free time, you have to close more sales faster. **Traditional and gimmicky closing techniques are dead.** The greatest salespeople are not great closers; they are the skilled openers of new selling opportunities. In this program, best selling author Keith Rosen will share his **permission based approach to closing more sales**, and you too will be able to tap into this unique approach to create powerful new selling conversations. Forget about having to “pitch” your prospects, and learn how to use this approach to fit your individual selling style – all without any pressure or manipulation.

Keith will leave your audience with dozens of case studies, templates and scripts to use with his powerful process driven selling approach to get your competitive edge.

Discover:

- The five steps that make your sales presentations objection-proof.
- A step-by-step system that prevents cancellations, improves client retention and boosts referrals.
- Proven, permission based closing strategies that get more prospects to "Yes."
- The real reasons for price objections and why dropping your price will lose the sale.
- Three steps to defuse every objection; especially the ones you create.
- Questions you're not asking that turn more prospects into clients.
- Effective negotiation strategies.
- A proven method to boost your confidence and self esteem; permanently.
- How to align your selling approach with the prospect's preferred buying process and communication style.

*"In his new book, **The Complete Idiot's Guide to Closing the Sale**, Keith Rosen challenges conventional wisdom about closing the sale by offering fresh, tactical selling principles that anyone can use to get better results while becoming more comfortable and confident in their selling efforts. Keith's unique, **permission based approach** to closing not only enhances the salesperson's chances for success, but also helps the prospect's decision making process without any pressure or manipulation. The best part is that readers learn a proven step-by-step approach for turning a 'pitch' focused sale into a 'ROI-driven' conversation that's virtually objection-proof. This book will give the reader a competitive edge, and it will bring back the joy of closing more sales faster than ever before."*

- **Gerhard Gschwandtner**

Founder and Publisher, *Selling Power*

Winner of 3 Gold Awards American Society of Business Publication Editors

"I devoured this book immediately and found it very useful. Keith's advice is practical and effective for anyone who needs to sell themselves or their company. He provides many valuable lessons by challenging and upgrading the way we think about all interactions with people whom you are trying to influence—whether for sales, business development, or even M&A activity. I passed this book on to colleagues within days of having read it. This is a great ready reference to keep on hand in any business library."

- **Kathy Yates**

**Chief Executive Officer
AllBusiness.com**

PERMISSION BASED SELLING – CONTINUED ENDORSEMENTS...
CLOSE MORE SALES – WITH PERMISSION
A TACTICAL, PROCESS DRIVEN SELLING SYSTEM

*"What a terrific book! **The Complete Idiot's Guide to Closing the Sale** is a refreshing and exceptional read for anyone in the profession of selling. While there are many sales books available that have been written by some well known authors, Keith presents his ideas in a very current, practical and easy to understand way that allows for his suggestions to be applied and put into action on your next sales call. The book will benefit all levels of sales professionals from the beginner, to the intermediate and even the advanced sales veteran. The power in the book is its simplicity! I was reminded of the essential skills and techniques that helped me achieve sales success early in my profession as well as those that furthered my career into sales management. Keith will not only coach you on developing the mindset of a top producer but also delivers exactly what to say in any selling situation that's sure to leverage your strengths and bring in more sales."*

Michael Norton, Vice President of Sales, Zig Ziglar, Inc.
Technical Editor – Selling for Dummies, Tom Hopkins
Contributing Author – Secrets of Closing the Sale, Zig Ziglar, 3rd Edition
Contributing Author – How to Succeed in Sales Using Today's Technology, Tom Hopkins



COACHING SALESPEOPLE INTO SALES CHAMPIONS

MAXIMIZING TEAM PRODUCTIVITY THROUGH EXECUTIVE SALES COACHING



Managers know that one of their key roles is to maximize the productivity of their team and ensure they are operating and peak performance. The consequences of not having your sales team live up to their potential are severe. With long work hours, keeping up with deadlines and balancing personal responsibilities, something gets sacrificed. Too often, managers find that developing and retaining their staff takes a back seat to the challenges that arise daily and the result - morale and productivity suffer.

Coaching Salespeople into Sales Champions is an essential program that will assist top leaders build power teams by using a tactical coaching model that is easy to deploy on a consistent basis. Keith will show your

managers how to develop their own **executive sales coaching** skills, so you can protect and maximize the potential of the company's greatest investment, your people. This program will guide managers to boost sales efficiency, quickly turnaround or terminate an underperformer and integrate a proven, step-by-step internal coaching model to most effectively hire and retain top talent. This is the ultimate resource for every sales manager, executive and business owner.

Keith Will Also Coach You On How You Can:

- Leverage your personal strengths as well as the hidden talents of your team.
- Communicate, connect and captivate your team during each meeting or conversation.
- Convert powerful ideas into daily actionable items.
- Utilize a proven coaching model to impact performance immediately. (Results you can see in one day.)
- Engage in daily revenue generating activities and stop doing the things you shouldn't be doing in the first place.
- Master the language of leaders, *The Art of Enrollment* to get people into action without resistance.
- Build an internal coaching program and ignite a power team.
- Develop the infallible confidence of a true champion to model what you want your people to achieve.
- Recruit, retain and motivate your top producers and turnaround underperformers.

"When I think of the word "coach" I think about someone who knows how to play the game extremely well; has played the game successfully; understands and uses best practices for winning the game; and is extremely good at helping others develop their full talents and abilities to play the game so they too can become winners. When I think of the word "coach" I think of Keith Rosen!"

Gerry Waller, Sales Development Manager - ThomasNet.com

COMMENTS FROM KEITH'S AUDIENCES

"The seminar that Keith Rosen delivered for our event exceeded my expectations. He put together a program that was geared completely around the employee development/HR issues that business owners and managers deal with on a daily basis and provided fresh, tactical solutions to handling them. The audience certainly walked out of Keith's program with practical coaching techniques they could apply immediately that would help them better recruit, manage, motivate and retain top performers as well as how to best handle underperformers. The presentation he prepared was exactly what we had ordered and the attendees were thrilled with Mr. Rosen's engaging, interactive style. The remarks from the audience were extremely positive, sighting he delivered rich content that applied succinctly to their business. I would definitely invite Keith to speak at another conference and would recommend him in high regards."

David Yellin, President - Custom Employee Benefits Solutions, Inc.

"Today's event exceeded all my expectations. So seldom do we come out of a meeting with substantive, useable information but today was definitely the exception to that rule. I can't thank you enough for all that you imparted and shared with us. It was truly outstanding. You are quite a remarkable person and we feel very fortunate to have had the benefit of your wisdom, experience and insights. Thank you for being so generous with your time and for relating the truths about cold calling so succinctly to our business."

Elinor Biggs, Regional Sales Leader - Tanner Companies

"Keith Rosen has played an integral part in our Professional Speaker's Series. The presentation he prepared was exactly what we had ordered and the attendees were thrilled with the presentation. Mr. Rosen's speaking manner was engaging. The remarks from our members were excellent and he is scheduled to speak again. Mr. Rosen is extremely professional and thorough with his work. His knowledge and expertise in regard to coaching and leadership instruction - second to none. He respects deadlines and is exceptional with detail. Mr. Rosen has a great deal of compassion for what he does. This level of compassion makes him a dedicated professional, and one that is easy to work with. If given the opportunity, I would gladly work with Mr. Rosen again."

Vanessa Spiller, President - American Marketing Association

"Keith's presentation at our annual conference for jewelry designpreneurs was the hit of our event. Everyone there owns their own business and thus has to sell their own product. With Keith's entertaining, enthusiastic and expert advice he definitely moved the crowd to better sales. The audience was awestruck and many commented afterward that they were motivated to try new strategies and had renewed confidence that they could indeed make more sales. I would definitely invite Keith to speak at another conference and recommend him as a coach to any one of my clients."

Cindy Edelstein, President - Jeweler's Resource

*"Keith Rosen pinpoints, interprets and empathizes with your unique sales challenges, and then coaches you to successfully overcome them. Keith's talents were impressively displayed at our 2006 National Sales Conference. His "New Business Prospecting Techniques Workshop" was voted most valuable by our group of 200 top sales professionals. In fact, I chased Keith down after he checked out of the hotel, and hired him to come back for an encore session the following morning! **The Complete Idiot's Guide to Cold Calling** is the most compelling, street savvy book on prospecting and appointment setting that I have read in 16 years in sales and sales management."*

George Ghindia, National Director of Sales Development & Recruiting - ThomasNet.com

"Working with Keith has been the best experience this company has had! He put together a program that was geared completely to the issues that our sales and management staff deal with on a daily basis. He took the time to thoroughly research us and the needs we had and put together a very thought provoking and interactive seminar. The comments afterwards from ALL the participants were extremely positive and one in particular said, "I have been to several seminars but never to one that related so much to my issues and that I could actually walk away with techniques I could use immediately!" I also received a phone call the day after one of our seminars from a staff member saying she had just taken a deposit on one of her most difficult homes and knew it was because of two specific techniques she learned from Keith during the seminar. In the words of another, "He rocks!"

Brenda Dissette, Director of Training - Garrison Partners