



# Stu Schlackman

defines

## Competitive Excellence



The "Sales Intelligence System" Drives Superior Sales Results

### Stu Schlackman

Founder and President

After more than 20 years in corporate sales, Stu Schlackman created Competitive Excellence, an organization dedicated to **Superior Sales Results**. Leveraging his competitive nature and winning results, Schlackman's firm focuses on training and coaching sales and service teams to turn them into top performers.

Before starting his own company, Schlackman was instrumental in increasing revenue and growing the client base of large corporations such as Capgemini, EDS, and the former Digital Equipment Corporation. In addition to closing large contracts and leading sales teams throughout his career, Schlackman also spearheaded sales training initiatives. These initiatives powered his sales teams to exceed sales projections by an average of more than 30% percent annually.

Today, Schlackman uses his Sales Intelligence System to help companies build high performance teams and increase sales through understanding the four different personality styles as defined in his **Personality Perspectives Process**. Knowing the client's personality will help sales professionals close business by understanding why they make decisions. The foundation of personality styles emphasizes what the person values, how they prefer to communicate, how they make decisions and what will motivate them to take action.

As author of *Don't Just Stand There, Sell Something* and *Four People You Should Know*, Schlackman imparts wisdom, technique, and practical advice for corporate executives, sales professionals, corporate trainers, and others who have the desire to compete and win in business and life.

Schlackman holds a degree in Mechanical Engineering from Rensselaer Polytechnic Institute and a Master of Business Administration from Kennedy Western University. He is involved in mentoring in the Business division of Dallas Christian College; sits on the Board of Directors for the Richardson Chamber of Commerce, Leadership Richardson and Prevent Blindness Dallas. Schlackman is also President-Elect for the National Speakers Association of North Texas.

Recent clients include: AT&T, Verizon, BancTec, Riverstone Residential, Cisco Systems, New York Life, Goldman Sachs, Holmes Murphy, Hub International, University of Dallas, Texas, BancTec, International Business Brokers Association, Fujitsu, NEI, Ebby Halliday, National Association of Insurance and Financial Advisors, Penn Mutual and Lennox International, Ayres Financial, Wealth Advisory Group LLC, Guardian Life and Ericsson

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