



Jim Jacobus, CSP



**SALES GLADIATORS**

*Providing the  
strategies, tactics,  
skills and mindset to  
deliver the sales  
results YOU want!*



# How We Guarantee YOUR Results

As designers of hundreds of programs that range from 20-minute TED Talks to a 10-day sales training program we are committed to consistently delivering our clients desired outcomes & valued results, not a "canned dogma." Our formula is simple & our process is proven. Just imagine the difference it will make in the lives of your attendees and to your bottom line!

## Our Proven Process

We learned a long time ago that consistent results required consistent execution of a proven process! We utilize this same process for every program and for every client regardless of the length of the program, the size of the audience or the relative complexity of the clients desired results. It is designed to provide a Return On Investment to the client and their attendees long after the lights go down on our presentation. The Proven Process is as follows ...

- Pre-program survey - we do our homework like no one else!
- Custom design of the program to deliver the precise results you want!
- Pre-program work - strategies and tactics designed to get them prepared for your event!
- Dynamic delivery - dialing up the perfect combination of information, motivation and entertainment value for your event!
- Post program follow-up - designed to drive their learning experience for 6 months after the event and deliver your desired results!

*That is how we can guarantee YOUR results!*

# Who Is This Guy?



Jim Jacobus is a sales guy! Always has been and always will be. When done properly he believes it is among the most honorable professions on the planet. Helping individuals and organizations buy products and services that grow their businesses and improve their lives is as cool as it gets!

Professionally he spent his first 17 years in the sales and sales management trenches with a couple of America's top sales organizations where he won numerous sales and sales management awards. For the last 20+ years he has been a trusted resource for consulting, keynote speaking and training to the worlds elite sales forces who look to Jim to deliver bottom line results.

While the accolades are endless he would tell you he is most proud of being husband to his wife Christie, father to his son and daughter-in-law Jason and Caitlyn and grandfather to the adorable grandson Loklan!

"Let's Talk About The Results You Want At Your Next Event"

281-937-9911

# What Does He Do?

Jacobus is the consultant of choice to sales and sales management professionals providing the strategies, tactics, skills and mindset needed to grow exceptional careers and deliver extraordinary bottom line results.

Here are just a few career highlights ...

- Has designed, developed and delivered sales and sales management training projects for clients like PricewaterhouseCoopers, Halliburton, Akzo Nobel, Toyota and many others
- Built teams to deliver these programs in 15 different languages and on every continent except Antarctica
- Delivered keynotes, breakout sessions and one day sales training courses for a client list that numbers over 1,100

# Why Do You Care?

Jacobus and his team committed to only doing 30 to 40 select events a year where the decision maker is tasked with delivering a measurable Return On Investment to those in attendance and ultimately to the bottom line!

Why do those select clients choose Jim Jacobus? Easy ...

- Every program will be custom designed, developed and delivered with that clients valued outcomes and desired results ... not some canned "one size fits all" program!
- Jim's experience provides the depth needed to deliver the exact results you need from your event!
- Jim doesn't talk about results he puts a unique process into place to deliver them. Check out the "How We Guarantee Your Results" page on our website!

## “Living Life Large”

### *How To Have Your Best Year Ever!*

This has been an audience favorite from Day 1 of Jim’s speaking career! By design it allows for a lot of customization to the needs of any audience. It can range from intensely serious to light hearted and fun. It can be used to fiercely challenge the attendee or serve as a gentle reminder. It is equally well leveraged to kick off a meeting as it is a closing program!

This program’s 5 speaking points are rooted in foundational principles it is able to touch the lives of a broad range of audiences both personally and professionally and will leave them with a list of compelling “to-do’s” when they get back home!

Key Learning Points contrasting the difference between the best of the best and average performers from the base program ...

- Passion – get excited or go do something else
- Commitment – the best of the best simply do things others aren’t willing to do
- Vision – do something that makes a difference in the lives of others
- Keep learning – top performers never stop growing and learning
- Personal accountability – success in life is about owning the choices we make

**Best Use:** Opening or closing keynote

**Content Value:** Medium

**Motivation Value:** Medium to High

**Entertainment Value:** Medium to High



## “From Order Taker to Gladiator”

### *How Top Sales People Consistently Win the Sales War*

Over the past 2 decades we have designed sales and sales management programs ranging from keynotes up to a handful of 80 hour classroom learning experiences for a wide range of clients. After you do a good number of these the patterns for what it takes to be successful in sales begin to emerge!

This program covers the 4 key areas each sales professional, as well as sales organizations themselves, have to master in order to perform at the highest level. Leave one out and the bottom line will suffer. “From Order Taker To Gladiator” has a lot of customization flexibility as we can cover all of it in as little or as much detail as needed to make your program a total success with your attendees!

### *The 4 Key Focus Areas Are ...*

- The Power of the Sales Process – planning, prospecting, first impressions, qualifying, demonstrating, influencing (handling objections and negotiating), closing and follow-up.
- Value Based Selling – how to avoid the “price trap” by communicating the every sales rep brings to the equation.
- The Leverage of Relationship – how to develop, nurture and leverage high ROI relationships with customers.
- Gladiators Only! What benchmarking top sales teams has taught us about who sales professionals need to “be” at a core level to excel.

**Best Use:** Opening or closing keynote (outstanding as a working keynote), breakout sessions, full blown sales training programs

**Content Value:** Very High

**Motivation Value:** Medium to High

**Entertainment Value:** Medium to High

**Audience:** Sales, Sales management, Business owners, Entrepreneurs



## “A Players Only!”

*Forget What Sales People Need To “DO”  
... Let’s Talk About Who They Need To “BE”!*

Does your team need a “game changer” program to accomplish their goals this year? How would you like for your participants to have a “condensed MBA style” understanding of what it really takes to consistently win, and win big, in the sales arena?

This program shares with the participants; in a “discovery presentation style” what it takes, at an internal core level, to “be” the best of the best in sales. This is not anecdotal information but data uncovered from 100’s of sales position benchmarks that included 1,000’s of elite sales professionals and key stakeholders in their sales success!

Key Learning Points based on benchmark research we have done over the last 2 decades...

- Research can tell us, by benchmarking top sales performers, what it takes to be the best of the best
- Behaviors/personality styles are important but have not, can not and will not ever predict performance
- Workplace motivators can give us insight into “why” top sales performers excel
- Core skills and core competencies are “the” factor that predict success
- There are 5 core skills that are essential to outstanding performance

**Best Use:** Working keynote, concurrent session, breakout session

**Content Value:** Very high

**Motivation Value:** Medium to High

**Entertainment Value:** Medium to High

**Audience:** Sales and sales management, entrepreneurs, business owners

## “The Sales Elite”

*How The World’s Top Sales Teams Select, Develop & Retain World Class Talent! (And You Can Too)*

The recipe for extraordinary sales performance is really very simple! Select the best talent available for YOUR sales function. Develop that talent properly. And hold on to that talent for the long haul so that your organization receives the maximum return on investment for bringing that talent to the marketplace.

Over the last 2 decades we have consulted with and trained leaders from some of the world’s elite sales teams. This program digs into the best practices for selecting, developing and retaining top sales talent gleaned from that work! And ... how you can put those same practices into action with your sales force.

Key Learning Points based on consulting and training work with the world’s elite sales teams ...

- It all begins with due diligence in the selection process and that due diligence begins and ends with knowing exactly what it takes to be successful in YOUR sales function
- How to effectively recruit the best talent available
- Creating, with intentionality, a learning and development plan to build a productive sales force
- How to keep that developed talent on board for the long haul

**Best Use:** Working keynote, concurrent session, breakout session

**Content Value:** Very high

**Motivation Value:** Medium to High

**Entertainment Value:** Medium to High

**Audience:** Sales and sales management, entrepreneurs, business owners

# "Your Title Here"

*Your Sub Title Goes Here!*

Can't find exactly what you are looking for in our list of programs? Want something very focused and targeted for your group to make your event a home run? What if we got on the phone and talked about:

- Your event and what you are trying to accomplish
- Your people and what they need to be successful
- The program you would like for us to do and the valued outcomes and desired results you would have for that time
- What could be done, before, during and after the event to drive the learning, and the results way out into the future

Over the last 2 decades plus we have designed thousands of hours of programming for tens of thousands of participants serving the needs of 1,100+ diverse clients! We have consistently delivered above and beyond their expectations. We believe we can do the same for you.

Let's talk for 15 minutes and see where it leads ...

*"Our people absolutely loved your sales training! They found it to be real world stuff they could use immediately that changed the way they will forever do business. As a leadership team I can tell you we are already seeing the results and outcomes we asked you for and the bottom line tells the whole story! Thanks Jim ..."*

**TOYOTA** VP of Retail Training  
Southeast Toyota Distributors

## Our Follow-up Program

*"Driving learning and your ROI into the future"*

Following you will find the follow-up program we deliver with every program we deliver whether it is a TED Talk, keynote, breakout session, half day training, full day training or a 10 day training rollout! This process is designed to push the concepts created during needs analysis and design, pre-program work and dynamic delivery well into the future. Your participants will enjoy the additional learning and you will love the ROI!

**Step #1** – we will take the PowerPoint presentation back to our offices and create a voice over video that reinforces the key points from that presentation and add additional comments pertaining to discussions, comments and questions from that program and/or event.

**Step #2** – 30 days after the event we will deliver a live webinar driven by collected FAQ's participants have in the days immediately following the event as they implement the action steps from the program.

**Step #3** – once a month for the following 4 months we will create a custom 15 to 20 minute video designed to again cover key concepts taught and adding additional learning materials when appropriate.

Each of these steps can be distributed to participants via our own delivery platforms or we are glad to do so through your own.

This consistent plan of reinforcing key learning points well past the event will exponentially increase the implementation of actionable items and the ROI for the time, energy and monies you and your participants have invested in our programs.

# What To Do If You Are Interested ...

You can check out our website at [www.jjacobus.com](http://www.jjacobus.com) and read all about our programs, watch all of the videos and check out all of the great folks who say nice stuff about us but the reality is ... every speaker should have that stuff and it should look pretty good! Here are the problems we run into:

- You want a high content speaker and you watch demo footage from Our Living Life Large program and we are going to look like our content is soft when in reality we are capable of, and have, designed a 10 day sales training program in 3 languages!
- You see a story on our demo reel and say "that won't work for our people" and you are right. I told that story specifically because a client wanted a specific result and that was the best story to make that result happen! We will do the stories and content that delivers your results the same way! We have hundreds of stories and illustrations we use ... not just one!
- You look at the programs we offer and nothing jumps out at you! That is because those are just our most popular topics and they are a starting point for discussions on customization. We don't have enough room on our website for all of the program titles we have designed through the years!

## 3 things we encourage you to do ...

- #1 Give us just 15 minutes on the phone
- #2 Tell us about your people and your event and the program you are considering us for
- #3 Tell us about what your valued outcomes and desired results are for the event and for our part of the program

And then let's see whether we can WOW both your participants and you! If so we will kick our process into gear to deliver what your participants need. If not, we probably have a good idea who can. We have been doing this for a while!

**Call Jim @281-937-9911**



- #1 – He knows his stuff! 2 decades of designing, developing and delivering programs has created a depth of knowledge his clients depend on
- #2 – Focused on delivering your valued outcomes and desired results, not his canned program.
- #3 - A proven process for consistently delivering those results.
- #4 – Creates the perfect balance you want between education, motivation and entertainment
- #5 - World class when it comes to making certain every detail attended to
- #6 – His been there, done that but still working on it attitudes connects with the audience
- #7 – His real world approach has participants believing they "can do it too"!
- #8 – The audience always knows Jim cared enough to do his homework!
- #9 – he is a meeting planners dream when it comes to being flexible!
- #10 – Jim delivers bottom line results! His "what every client receives" follow-up program drives the participant's learning well out into the future!

# People Talk About Jim:

From the very beginning I was wondering if we were going to see a real Return On Investment for 8 days of sales training, 3 different languages, 2 continents and a very healthy 7 figure budget. Without getting too specific, risking a ton of personal embarrassment and perhaps even my job, you did it my friend! In just the changes we made (no longer discounting a handful of products where we had a distinct market advantage) because of the "Value Based Selling" approach you taught our team we paid for the training several times over. Perhaps even more valuable ... we learned what it means to be a pro!



Name Withheld For Obvious Reasons  
International Paint

Our sales team is made up of a bunch of tech guys who are running a fracking truck or some other field equipment one day and the next day they are in sales and sitting behind a desk with a coat and tie and a client list. How do you train them to become relational and build "trusted advisor" status with another human? Easy ... you custom design a sales training program, delivered by the best of the best and you make a commitment to a long term follow-up program with Jim Jacobus at Champion Education Resources. The big problem I have now is our sales guys from all over the world asking me "when is Jim coming back"? You rock my friend ... you rock!

**HALLIBURTON**

VP of Sales  
Division of Halliburton

I had a real dilemma! To make a splash at PWC you needed to sell a lot of business but "selling" has always seemed so unprofessional to me. Add to the mix that I didn't spend all of that time in college and grad school to become a sales person and ... like I said, I had a real dilemma! Thanks Jim for showing me that selling is something that I can learn and master and for making it abundantly clear that it is an admiral skill set to have and can be done in a professional manner. Look out world ... a new "rainmaker" has been born!



Jarrold – A New partner  
PricewaterhouseCoopers

I always thought there was too much emphasis on "the process of selling"! Not anymore! I appreciated your acknowledging how important building high trust relationships can be to long term success in sales. What I didn't expect was how easily you made me see that my relationships can be built even stronger and I can establish even more trust by consistently executing the sales process you taught us. I'm a believer now ...



Mary – Major Account Rep  
Siemens

I don't want to get all sentimental here and I know it is such a cliché but "you make me want to be a better man"! Thanks for the outstanding sales training but thank you even more for the life lessons and your role modeling what it means to be a man, a husband and a father of integrity and character. I will remember that long after the sales training has been forgotten!



Pat – Account Rep  
Hess Corporation

Came in a convict and left a student! Thanks for inspiring me to become a learner Jim. That was fun ...



Territory Sales Rep  
Akzo Nobel

I still have the "high impact questions" we came up with in my portfolio and I am still using the simple, methodical and effective qualifying, and listening, techniques we learned in your class! They make finding out what my clients really need and how I can bring value to our relationship an easy process! Thanks Jim ...



Power and productivity  
for a better world™ **ABB** Mike – Major Account Rep  
ABB Power

My sales have shot through the roof since you taught me to look at my sales territory as my own small business! Learning to make ROI decisions about how I spend my time and who I spend it with has me on track to have my best year ever. And, thanks for taking time with me after class to walk through some of the stuff I was having a hard time learning. I know you were tired but you spent the time anyway. That speaks volumes about your authenticity when you say you are glad to help us become better sales professionals!



Christine – Territory Rep  
FedEx