

“The master of the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his education and his recreation, his love and his religion. He simply pursues his vision of excellence in whatever he does, leaving others to decide whether he is working or playing. To him, he is always doing both.”

— Lao Tzu



*jack*DALY

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JACK DALY is an experienced and world recognized sales speaker and sales training expert, who inspires audiences to take action in the areas of sales, sales management, and corporate culture.

He brings 30 plus years of field-proven experience from a starting base with CPA firm Arthur Andersen, a Captain in the U.S. Army to the CEO of several national companies. Jack is a proven CEO/ Entrepreneur, having **built 6 companies** into national firms, two of which he subsequently sold to the Wall Street firms of Solomon Brothers and First Boston.

His professional sales trainer know-how has turned him into an accomplished sales coaching authority and **author** of books including Hyper Sales Growth, an **Amazon #1 Bestseller**.

Jack is an **Ironman** on six continents and has completed 45 marathons with the goal of completing one in every state. He has been married to his **high school sweetheart**, Bonnie, for 46 years, has a daughter, Melissa, and son, Adam, and is the proud grandfather to two grandsons, Malcolm and Wyatt.



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If you want to play the piano, you hire a piano teacher. If you want to run a fast marathon, you hire a running coach. Jack Daly is the best Professional Sales Coach in America. He teaches you what you need to know, how to remember it, and how to practice it every single day. This book will change your life as a leader and a salesperson, and you will thank Jack Daly every day you make a new sale.

Willy Walker, Chairman and CEO
Walker & Dunlop

This book captures the essence of what it takes to significantly boost sales. Jack shares key concepts on the importance of "culture by design," sales systems and processes, and how to view sales management. The concepts and principles he shares can be applied very rapidly to boost sales results and effectiveness.

Donald Antonucci, President
Regence Blue Shield

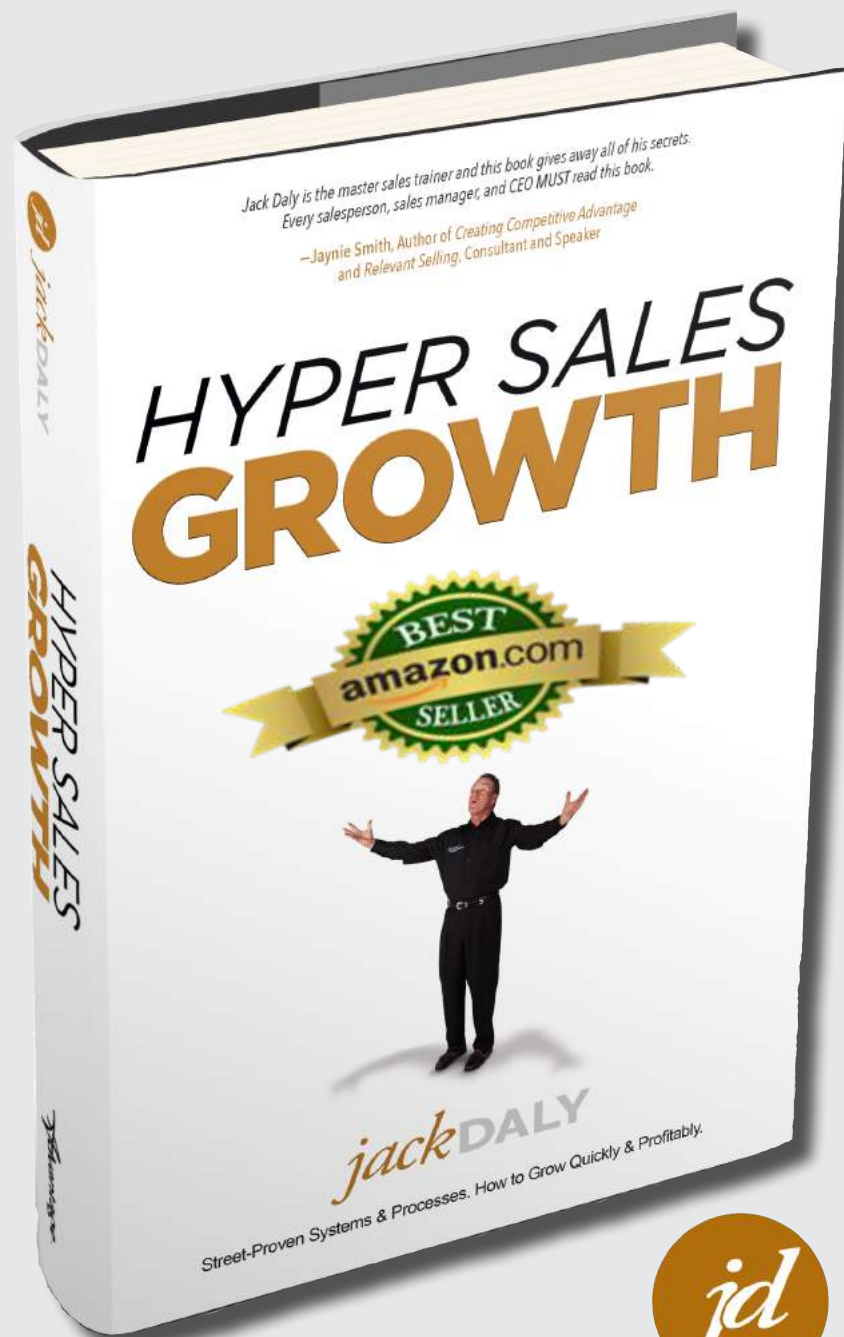
Jack Daly stands above all others. His energy is matched only by his genius and understanding about what makes the best sales organizations.

Simon Sinek,
Optimist and Author of *Leaders Eat Last* and *Start with Why*

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BIRTH OF A SALESMAN: Learning To Sell To Anybody

Many asked me, “how did you get these companies to grow so quickly and so profitably?” The principles we used in my companies, as well as in modeling top sales professionals worldwide, are the foundation for the training I’ve been doing the past 30 years. I focus on what leads to success: leverage, systems and processes. Sports teams, whether professional, college, or high school, are run better than most businesses. They have a playbook. The teams practice and they learn to leverage opportunities to score. Using those principles, I have built systems and processes to teach companies how to improve their organization and sales, and how to build winning cultures so their people enjoy working with them and perform exceptionally.”

– Jack Daly

Jack Daly is a CUSTOMIZED speaker providing clients with a program developed especially for their event and audience. Duration ranges from 45-120 minute Keynotes, 4 hour, half-day presentations and full-day workshops. Each program comes with a UNIQUE AND CUSTOMIZED workbook. For information go to jackdaly.net or call 888-298-6868



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SALES MANAGEMENT: The Key to Growing Revenues

A sales manager's job is not to grow sales. It's to grow salespeople in quantity and quality. If you do that, they in turn will grow your sales. There are three components of a strong training program for salespeople. The first is "hands-on coaching." The second is "role practice." The third we'll call "The Success Guide."

For most businesses, if you want to grow your sales, grow your salespeople. No matter how good a top sales performer may be, they are ultimately limited by the hours in the day. There are only so many calls that can be made, so many sales which can be booked. The key then is Recruiting. As well, the best sales performers, regardless of industry, have common threads amongst them, which Jack calls "best practices". The sensible approach then is to model the masters and incorporate their winning systems & processes into a Sales Playbook. Then, coach and practice to the Playbook. The times of the successful sales maverick are dead, if they were ever alive. There aren't thousands of best ways to sell. Practice to the best for exceptional performance.

Key Learnings

- Operating with a proven Sales Playbook
- Avoiding the 3 sins of sales management
- Building a winning culture
- Recruiting top sales performers
- "Joe has to go"
- Modeling the Masters
- Hands on Coaching
- Preparation with the Success Guide
- Measurement and Accountability
- The "How To's" of practice
- Celebrating success



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SMART SELLING: The Path to Hyper Sales Growth

The reality of sales is **people do not want to be sold**. I've never met anyone who enjoys having someone try to sell them something. So my first directive to salespeople when it comes to selling strategies is to **quit selling**. It doesn't work.

Selling a product, idea, or service in today's economy takes more effort than it did even five years ago. Technology has allowed for businesses to connect all over the world, meaning most consumers, customers, or clients have many options available. This means a **sales person must work to build trusting relationships** to win new customers and grow the ones you already have. Jack will explain the importance of leveraging your business' unique competitive advantages to create systems and processes to be used by your entire sales team to ensure the growth of your company.

It has become clear in today's business climate that **knowing "what" to do is not enough**; what is really needed is the **"how."** The key to growing one's business pivots on an effective sales team led by a clear vision. This comes down to execution of the proper systems and processes - used by the sales team, to both win new customers and grow the ones you already have. This session is heavy on identifying the things that need to be done; "the what..." and then getting motivated to actively engage in "the how" of putting the processes in place.

Key Learnings

- Earning trust by caring first
- Leveraging centers of influence
- Perception of Value is key to Differentiation
- Goal achievement thru specific activities
- Measurement and Accountability Systems
- Turning prospects into clients via pipeline management
- Creating a "value to the prospect" Touch System
- Reducing, if not eliminating objections
- Quickly identifying and adjusting to Personalities
- Helping others buy instead of selling them something



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CORPORATE CULTURE: Is Yours by Design Or Default?

Whether it's the Super Bowl or World Series, when the winning team celebrates in the locker room, the players often say the same thing: "What made the difference for us is we're a family. We care about each other. It doesn't feel like anything is out of the ordinary to go out of our way. We don't have an attitude like 'I'm a guard and I don't play a forward position.' We help out wherever we can for the benefit of the whole."

That is the kind of attitude companies need to develop. You want people who don't stay in their silos but instead look for the **greater good** of the organization and the customer. That's when the **magic** happens.

There are **four** key components to building a winning culture:

- 1). Recognition systems
- 2). Communications systems
- 3). Empowerment processes
- 4). Personal and professional development processes.

If company leaders make culture a high priority, the people in our companies will willingly come in early, stay late, work weekends. They will see their work as far more than a job.

Key Learnings

- The power of a shared vision
- Who is the Cheerleader?
- Proven top & bottom line benefits
- Avoiding the 5 o'clock stampede
- How about a welcome party?
- Prescription for culture success
- A fun way to grow
- Is there such a thing as 'overly recognized'?
- A "we" company beats a "they" company

If you get the culture right, everything becomes easier. If you don't get the culture right, all is hard.

"Culture eats strategy for breakfast".
– Peter Drucker

"The two resources your competitors can't copy are people and culture."
– Eric Flamholtz



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A Sample of Jack's ENTHUSIASTIC ENDORSERS

"We at Oakworth Capital have implemented Jack's techniques and methods over the course of our relationship with him, and it has made us a higher performing financial institution. Our annual client retention rate is 99.5%. Earnings increased over 32% last year. The average annual shareholder return for the past six years is 16.7%."

– Forest Whatley, V.P. Oakworth Capital

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Winpro
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"When I first met Jack I was a first-time business owner. Jack opened my eyes to so many things... not just a plan, but the tools and skills necessary to successfully implement the plan. Five years later my company earned the #23 spot on the 2012 INC500 List of fastest growing, privately held companies in America. They say you need three things to ensure business success: (1) introduce a product or service that is needed; (2) secure the necessary funding; and (3) surround yourself with the right people... I brought the first two with me to the table... Jack was #3."

Paul Trapp, CEO, National Conferencing, Inc
PS. INC. #2, 24,830% growth in 2013.



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A PERSONAL BIOGRAPHY...An inside look at Jack Daly



When I turned 60, I decided to put together a photo book called “A Year in the Life of Jack Daly” – a daily photograph of something going on in my life. It changes your game when every morning you find yourself wondering, “What am I going to do today that will make a memorable photo?” I surely didn’t want a book of hundreds of photos of me sitting at a desk!

I ran my first marathon when I was 46. I really picked up the pace in 2004 when I saw these words on the shirt of a fellow racer: “I ran a marathon in all 50 states.” I now have 45 states completed and will have 50 by 2017. I also decided to run a marathon on all continents which will be completed in 2016 including Antarctica.

I was 57 when I decided the time had come to take on the Ironman competition. The Ironman starts with a 2.4-mile swim, and I didn’t know how to swim. I spent a year getting one-on-one coaching. Then I bought a bicycle and practiced for the 112 mile bike portion. At least I already was a runner which was good since the competition finishes with a 26.2 mile marathon, 146 miles in all.

A year later I did my first Ironman, and now, at age 67, I’ve done 15 full and 30 half Ironmans. I’ll do an Ironman on all the continents. The only one left is Asia, which I’ll do in 2016. I qualified to race in the world championship for Ironman in Hawaii, which is the ultimate goal. I gleefully crossed the Kona finish line in 2013 and had the pleasure of representing Team USA in 2012.

I’ve played 85 of the top 100 golf courses in the U.S. I bungeed at the world’s first bungee, Kawarau Bridge, and the world’s highest, Nevis Highwire Bungy, both in New Zealand within two hours of one another. I dived with great white sharks off the coast of South Africa and hang glided in Rio de Janeiro. Meanwhile, I average 200,000+ air miles and 125 speeches a year. It’s a busy life but it’s a good life.

I call it “Life by Design”. Throughout my life, I have put my goals in writing, enlisting people to help me achieve them. I make a quarterly report to what I call the board of directors of my life – five people who hold me accountable. Every year I review my goals and share them in detail. Then quarterly I look at what went right and what went wrong preparing for my annual report. People tell me my annual list contains more than some people would do in a lifetime. They’re astonished at how much I intend to get done before I’m dead. To which I say: “If I were to have a tombstone, all I want on it is my name with a check mark.”



46 Years in the Making: My family: Son-in-law, Nathan; Grandson, Malcolm; Me; Wife, Bonnie; Son, Adam; Daughter, Melissa; Grandson, Wyatt

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