

Jeff Thull

Leading Edge Strategist

"A leading authority on complex sales and business strategy"

Jeff Thull is a thought leader of sales & marketing strategies. As President and CEO of Prime Resource Group, he has designed and implemented business transformation and professional development programs for companies such as Shell, Siemens, HP, Honeywell, 3M, Microsoft, Siemens. His innovative approach combines disciplines from business strategy, diagnostic problem-solving, and value creation, enabling companies to break through stalled sales cycles and achieve profitable growth.

TOPICS:

- The Customer-Centric Organisation
- Value Life Cycle Management
- Creating and Capitalising Strategic Value
- The Dynamics of Competitive Strategy
- Capturing New Markets
- Accelerated Product Launch

LANGUAGES:

He presents in English.

PUBLICATIONS:

2010	Mastering the Complex Sale
2006	Exceptional Selling
2005	Prime Solution

IN DETAIL:

Thull has collaborated with many of the world's leading corporations in industries ranging from technology and finance to healthcare and manufacturing. His insights have helped executives and sales leaders move beyond outdated persuasion techniques to a consultative model that builds trust and long-term success. A sought-after keynote speaker and consultant, he blends rigorous research with practical experience, making his ideas both credible and actionable. He is also the author of several bestselling books, including Mastering the Complex Sale, Exceptional Selling, and The Prime Solution, which have become essential guides for sales and business leaders worldwide.

WHAT HE OFFERS YOU:

Jeff motivates people to take action and lets them have fun doing it. He combines the best of street-smart selling and strategy execution, with the best of university-level learning.

HOW HE PRESENTS:

Jeff is a compelling, entertaining and thought-provoking keynote speaker who has delivers speeches and seminars to corporations and professional associations worldwide.