

VALUE CREATION™ · SPEAKER SERIES

**BILL WALTON**



**About Bill Walton**

Bill Walton is the founder of ProDirect LLC and Chief Sales Officer of Bill Walton Sales Training, a Greater New York-based authority on creating greater value in the customer interaction. Bill has more than twenty-five years of experience in helping sales organizations add value to customers in a way that's un-blurring the lines of differentiation among their fiercest competitors. He is a sought-after keynote speaker on value creation and messaging and is most often hired by firms looking for more meaningful access to key stakeholders. Bill is known for his cutting-edge sales training and value creation work with prominent Fortune 500 companies such as Bank of America Merrill Lynch, Avis Budget Rental Car, and Direct Energy to name a few.

As an author, Bill recently published *Taming the Four-Headed Dragon*, a growth manifesto to help financial professionals get the sales growth they need and attract the clients they want, all on a limited time

budget. Bill was recently acknowledged by America's Premier Experts® as one of the leading experts in his field and recently won the prestigious Quilly Award® from the National Academy of Best Selling Authors for his collaboration with Brian Tracy on their book *The Winning Way*. He is also an Amazon.com best-selling author. As for speaking, Bill is asked to deliver engaging talks on such topics as *Meaning More to Clients*, *Creating Value for Time* and *Mastering Team Based Finals Presentations*.

Prior to founding ProDirect and most recently, Bill Walton Sales Training, Bill worked for two prominent professional services firms selling large-scale sales training and consulting projects. His clients included CIGNA Retirement, Stanley Tools, and Unilever. During this time, he formulated his value-creation philosophy by learning what it took to sell to and serve clients with extremely high expectations. Bill also enjoyed a ten-year career in the consumer products industry as a sales leader and sales promotion expert – experiences that have provided much of the inspiration for his work with salespeople today.

Bill publishes the Value Creation sales blog and was recently featured in the entrepreneurial edition of Forbes Magazine. He's been a guest on CNN and a featured contributor to *Human Resource Executive* magazine. Bill is an active member in the Professional Society of Sales and Marketing Trainers, and the Greater Philadelphia Senior Executive Group (GPSEG) and currently sits on the board of the Juvenile Diabetes Research Foundation.

Bill graduated *magna cum laude* from Connecticut State University with a degree in Business Administration and received a Master's degree in Human Resource Education from Fordham University.

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