



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Don Hutson, CSP, CPAE

Travels from: Tennessee

Fee Range: \$15,001 - \$20,000

Don Hutson's careers in speaking, management and sales have brought him many honors. He successfully worked his way through the University of Memphis, graduating with a degree in Sales. After becoming the #1 salesperson in a national training organization, he established his own training firm and was soon in demand as a professional speaker.

Don's client list includes over two-thirds of the Fortune 500, and he is featured in over 100 training films. He is CEO of U.S. Learning, Chairman of Executive Books and delivers 75 speaking appearances per year. You have seen him on national television where he has been featured on both PBS and Fox News.

Don is the author or co-author of twelve books including *The Sale*, and his two *Wall Street Journal* and *New York Times* International best sellers, *The One Minute Entrepreneur* and *The One Minute Negotiator*. In his latest book, *Selling Value: Key Principles of Value-Based Selling*, he talks about what you need to do to be exceptional at tasks such as Creating exceptional solutions for clients, learning the skills of active listening and handling customer concerns.

Don is a member of the prestigious Speakers Roundtable. He was elected by his peers to the presidency of the National Speakers Association, and has received its coveted "Cavett Award," as member of the year. He has also been inducted into NSA's Speakers Hall of Fame.

In preparation for each presentation, Don does extensive research into the needs and opportunities for your company or association. He requests teleconferences with key executives, and even customers, to discuss the objectives and the current state of your industry. Don has also been known to ride along on sales calls prior to the speech or seminar, if applicable. Don and his staff will work closely with your technical, audio and video personnel to make sure all the details are covered. With over 5,000 speeches and seminars to date, you can rest assured he will be professional in every way.

Most Requested Programs...

- The High Performance Selling Edge
- The One Minute Entrepreneur
- The One Minute Negotiator
- Twenty-First Century Leadership