

About the Author

Dave Kurlan is the founder of Objective Management Group, Inc., the industry leader in sales assessments and sales force evaluations, and the CEO of David Kurlan & Associates, Inc., a consulting firm specializing in sales force development. He possesses 30 plus years of experience in all facets of sales training, sales management and consulting.

A regularly featured Conference attraction, Dave has been a top rated speaker at Inc. Magazine's Conference on Growing the Company, the Sales & Marketing Management Conference and DCI's Sales Management Conferences. Internationally known for his ground breaking work in evaluating sales people, he is the developer of The Dave Kurlan Sales Force Profile, a tool for evaluating sales forces, co-developer of Salesmind, software that helps salespeople overcome their weaknesses, and co-developer of SalesTrack, a web application that helps sales managers coach and hold their salespeople accountable.

He has been featured on radio, television and in print, including features in Inc. Magazine, Selling Power, Sales & Marketing Management Magazine and Incentive Magazine. He is the author of Mindless Selling and STAR, a proprietary recruiting process for hiring great salespeople. He is featured on Inc. Magazine's video How to Increase Sales and Profits by 1000% and was a contributor to Dan Seidman's book, The Death of 20th Century Selling.