



General Introduction / BIO For Dr. Jeffrey Magee PDM, CSP, CMC

Our speaker today has been called one of today's leading "**Leadership & Marketing Strategists.**" He started his first business at age 15 and sold it before going to college. By age 24, he was recognized by a Fortune 500 company as its top salesman in the nation, while at the same time becoming the youngest certified sales instructor for the **Dale Carnegie Sales Course**. After experiencing downsizing in 1987, he went on to work as a sales

associate for the nation's largest educational and youth advertising/marketing firm, Target Marketing, and was promoted to Vice President of Sales and Chief Operating Officer within two years.

Magee's credentials are significant. He is a Certified Speaking Professional, a Certified Management Consultant, and a Certified Professional Direct Marketer. He has been recognized as one of the "**Ten Outstanding Young Americans**" (TOYA) by the U.S. Junior Chamber of Commerce. A three-term President of the Oklahoma Speakers Association and twice awarded their Professional Speaker Member of the Year, today, the Chapter's outstanding member of the year is awarded the "*Jeff Magee Member of the Year Award.*"

Today, Magee is the Executive Vice President and partner in **Western CPE**, is the author of the nationally syndicated "Leadership" column that you may have seen in your local business newspaper; serves as the publisher of *Professional Performance Magazine*; and is the author of more than 20 books that have been transcribed into multiple languages, including four best-sellers. In fact, his text, *Yield Management* (also known as *The Managerial-Leadership Bible*) was the #1 selling graduate management school textbook in 2000, and his newest book *it!* is currently a best-selling sales book.

Many of the Fortune 100 firms today use Jeff for **Performance Execution®** in the areas of managerial-leadership effectiveness and sales training and coaching. He also been invited to keynote at many major associations in America and speak at **West Point Military Academy** on leadership.

Magee was commissioned to design, train, and present a new series of national leadership and sales recruitment programs for more than the 5,000 professional sales recruiters and sales managers with the **U.S. Army National Guard**. For this he has subsequently received the prestigious **Commander's Coin of Excellence**.

In 2010 **The Small Business Commerce Association (SBCA)** announced that Jeff Magee has been selected for the 2010 Best of Business Award in the Lecture bureau category. The SBCA Best of Business Award Program recognizes the best of small businesses throughout the country. Using consumer feedback and other research, the SBCA identifies companies that we believe have demonstrated what makes small businesses a vital part of the American economy. The selection committee chooses the award winners from nominees based off information taken from monthly surveys administered by the SBCA, a review of consumer rankings, and other consumer reports. Award winners are a valuable asset to their community and exemplify what makes small businesses great.

The *London Business Gazette* has hailed Jeff as “An American Business Guru.” Former President George Bush and the U.S. Army National Guard recognized him with the high honor of the “**Total Team Victory & Freedom Award**.” However, more important than Magee’s credentials and accomplishments, he is here today to deliver ideas you can use immediately to improve your own personal performance.

TO BOOK JEFF - Jeff can be scheduled for your next Conference, Convention, Retreat, Consulting or for an On-Site high impact results driven development program by contacting: loyd.thompson@WesternCPE.com or by calling Toll free 800-822-4194 x.163.



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