



Experienced Direct Sales and Marketing Executive Improves Performance, Accelerating Growth and Profits in Your Business

With Jeff Zalewski on your executive team, you will get an experienced Success Coach and Certified Training Consultant that knows how to get results in sales and business development. Using a unique in-the-field experiential consultative approach, Jeff has worked with thousands of independent direct sellers and marketers, helping them improve their overall sales results. Having come from the trenches as a direct seller, and as a direct sales and marketing executive, he knows first hand what it takes to succeed. He delivers his knowledge through proven accelerated performance improvement techniques that will help your people work smarter rather than harder, which means your company gets a greater return on investment. Jeff is detail oriented, professional, and a master at consultative selling... Jeff will give you a real competitive edge!

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Direct Seller and Organizational Leader Experience

Through "in the field" experience, Jeff knows first hand the struggles one goes through to reach success. In fact, beyond the struggles, Jeff discovered a unique, simple, and effective way to get consistent results. What he learned has enabled him to achieve a record in the Direct Selling Industry, where he acquired an average of 10+ customers and distributors personally for 73 consecutive months - over 800 in total. As a leader, he lives by the philosophy of lead by example and lead with action, not afraid to roll up his sleeves and work on the front line to improve the overall sales results of the company. Jeff built a personal direct sales organization into the thousands and provided effective leadership and support, so he knows first hand how to recruit and develop a core team that is happy and productive.

Effective Success Coach and Certified Training Consultant

Jeff has thirteen years of effective business coaching and consulting experience in helping direct sellers and organizational leaders improve performance and accelerate success in their business. He has provided assistance through one-on-one coaching and group coaching environments, utilizing both online and offline learning formats.

A great differentiating element of Jeff's skills is he knows the secrets to identifying sales skill strengths and weaknesses of those on your team. With this knowledge, he can help your people short-cut their learning curve, get beyond any sales slumps, and even forecast improved sales results. In addition, through his personal empathetic nature, Jeff's team understands he understands their wants and needs.

The fact is your company's sales success is directly related to the skills and abilities of your people. Jeff's experience as a success coach and certified training consultant gives you an added value because he knows how to effectively relate to the members of his team in a way that he can empower them to want to achieve more. What this means to you is your team will be motivated to achieve more.

Professional Speaker and Facilitating Trainer

Whether it is a group of six or six thousand, Jeff can deliver a power-packed empowering keynote speech and facilitate an interactive seminar or workshop designed specific to your organizational wants and needs, which motivates and educates through a core curriculum of universal fundamentals. Based on real-world experience, Jeff brings uniqueness to the platform using a combination of accelerated training techniques, proven strategies, carefully researched facts, humor, and powerful stories.

Published Author

Jeff has ten years of content development of sales and marketing training material. As a published author of over 400+ hours of audio training, over a dozen training CDs, countless articles and special reports, Jeff delivers the content your team needs to develop their skills and knowledge to get their job done. The volume of knowledge and content development experience Jeff brings to your organization will help you short-cut the process of providing a powerful and effective learning environment for your organization. Plus, his experiential knowledge of instructional design will help supplement any training system you already have in place for your sales team. This knowledge covers both online and offline strategies and techniques. Whether presented through an online e-learning platform, live in-person, or through a tele-seminar format, Jeff can bring invaluable resources of experiential and practical applications training to your sales and marketing team so they improve their performance in the field.

Experience as an Employee and Through Self-Employment

Jeff brings you a solid working knowledge for the key fundamental elements that help your organization stay the course of improved cash flow, growth, and profits. With twenty-one years of effective customer service, sales, and management, you will enjoy an executive leader who understands what makes a great company even better.

Through experiential knowledge of customer service, marketing, and sales, Jeff understands why customers buy and how to effectively communicate with the prospect to ensure better results from each member of the team. Striving for a win-win outcome, he has demonstrated the understanding and application of providing excellent customer service to existing customers includes answering billing questions, resolving miscommunication problems, reviewing customer history, effectively answering customer questions, continuous telephone answering, working within company standards and policies, and processing mail inquiries.

He has also directed and developed effective campaigns for lead generations for the sales force, utilizing both online and offline methods of marketing. Further comprehensive skills have been developed to effectively communicate with prospects via the telephone using an effective proven consultative sales model, which includes both pre-call and post-call assessments and analysis processes. Further, he has experience in sales of business-to-business collection services, legal services, and consulting services. Lead generation through telemarketing and cold canvassing.

Plus, through effective follow-up with subordinate team members, he has the skills to secure meetings with prospective clients, analyzing client needs, and effectively assist in the closing of larger account sales. Supportive follow-up and coaching of sales staff including goal setting, business planning & strategy, management counseling and performance improvement sales training.

Management experience from a C-level position to middle management includes team supervision, budget analysis, accounts payable, accounts receivable, delinquent account collection, inventory control, strategic market planning and implementation, sales management, team training development, work scheduling, productivity improvement, coaching, and goal setting.

Management and leadership development experience within a direct sales organization provides a workable knowledge on lower attrition rates and greater overall profitability within the organization. This management role includes support and personal training with the leadership team. Jeff is well rounded in the critical functions of business and is ready to service your business needs as a member of your executive team.

Jeff has worked effectively both in an office environment, as part of both small and large teams, as well as independently from the home. His work ethic, communication skills, and flexibility give him an edge in working with others and meeting multi-project demands.

Personal

Jeff is a family man, married sixteen years to his beautiful wife Shirley. They have four children, their three handsome boys Andrew, Matthew, and Benjamin, plus their beautiful daughter Emily.

Jeff enjoys spending time with his family. From Baseball games to football games to weekend camping trips, Jeff always takes a bit of time to enjoy the family life. He also enjoys taking Shirley out to a nice dinner and spending quiet time together.

Some of Jeff's interests include cooking, reading, writing, and helping others achieve more in their lives. He is not a hunter but has been known to spend a few hours at his in-law's family farm, camped out at the edge of the woods, waiting for a deer. While he has not shot a deer yet, rumor has it that he really is just propped against the tree reading something uplifting and positive.

Military

- U.S. Army National Guard (1986 to 1993)
 - Honorable Discharge - Disabled Veteran
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Credentials

- Certified Training Consultant – *Ball State University CTC Institute* – 2007
 - Bachelors of Science in Management - *Cardinal Stritch University* - 1998 - *Cum Laude Honors*
 - Certified in Human Resource Management - *Cardinal Stritch University* - 1998
 - Certified in Sales and Sales Management - *Cardinal Stritch College* - 1995
 - Certified Success Coach - Leaders Club - 2001
 - 21 years experience in Customer Service, Sales, Sales Management, and Business Management.
 - 13 years experience in Network Marketing
 - 13 years experience as a Business Coach/Consultant
 - 8 years experience as a Trainer
 - Lifetime Entrepreneur
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Awards and Recognition

- Achieved Top Sponsor Award in his direct selling company for a record **73 Consecutive Months** (*Every Month Consecutively March 1999 to March 2005*)
 - Consistency Bonus Award recipient – 17 times between December 2001 and April 2006 – (awarded for every 3 consecutive months of consistent sales efforts)
 - Summer Star Recruiting Bonus - 2002
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Employment History

- CEO/President, Direct Selling Academy, Inc. (2006 to Present)
- Business Owner, Independent Business Coach/Consultant (1995 to present)
- National Director of Training, Leaders Club (2000 to 2006)
- National Consultant Trainer, NEBULiS International (2000 to 2002)
- Residential Service Manager, The Snelling Company (1995 to 1995)
- Customer Service Representative, Green Tree Financial Corporation (1994 to 1995)
- Independent Sales Representative, National Credit Systems, Inc. (1993 to 1994)
- Business Owner, Credicom Network (1990 to 1993)
- Warehouse Manager, Pugh Heating & Air Conditioning (1986 to 1990)