

Insight on Coaching – Guest Bio

Keith Rosen, MCC

Author and Executive Sales Coach, Profit Builders, LLC

Introduction

Keith Rosen is the executive sales coach that top salespeople and executives call first. A best selling author, Keith has written several books including, *Time Management for Sales Professionals* and his upcoming book, *Coaching Salespeople Into Sales Champions*. For his work as a pioneer in the coaching profession, Inc. magazine and Fast Company named Keith one of the five most respected and influential executive coaches in the country. Software Sales Journal recently named Keith's company one of the Top Nine Best Training Firms in the country. Keith is a frequent contributor for Selling Power Live, CBSNews.com, Sales and Marketing Management and is currently the Sales Coach and Expert Advisor for AllBusiness.com. Keith is also an adjunct professor at Hofstra University.

Experience

Credit Suisse First Boston, PepsiCo, Google, Pennysaver, Vedior PS, Savvis, DonCaster, Audimation, Audit Watch, ING, Thomasnet/Thomas Industrial Network, Intuit, US Weekly, JP Morgan Chase, The Knot, and CSG Systems, Ovation Travel, Paul Davis Restoration, Telelogic, Bluewolf.

Education

- Keith received his B.S from the University of Maryland and is also a graduate of Coach University.
- He also received a designated certification of Master Certified Coach through the International Coach Federation.

Professional Affiliations, Publications and Recognition

Keith is a member of the International Coach Federation. He is a frequent contributor for Selling Power, CBSNews.com, Sales and Marketing Management and is currently the Sales Coach and Expert Advisor for AllBusiness.com.

Among other publications, Keith has appeared in feature stories in *The New York Times*, *Washington Times*, *Inc. Magazine*, *Sales and Marketing Management's* "Ultimate Motivation Guide with Stephen Covey" and *The Wall Street Journal*. Keith has been commissioned to be the expert sales advisor for AllBusiness.com.

He is also the author of five books on professional selling, leadership and coaching. Keith is a regular contributor of monthly sales coaching tips to the Selling Power Live! monthly audio program. He was part of the first team to design the process and procedure for worldwide coach accreditation and certification for the ICF.