

Insight on Coaching – Guest Bio

Dr. Richard D. Ruff: Founder, Sales Momentum

Introduction

Richard is the founder and one of the two principals in Sales Momentum, an organization committed to providing highly customized sales training solutions to Fortune 500 companies. No challenge within the area of sales performance is more important than sales manager coaching. His focus in coaching has been strictly in the area of sales. He believes the area of sales represents some unique challenges when it comes to effective coaching.

Experience

- Has spent the last 25 years working with market leading companies to provide state of the art sales training.
- Has designed and implemented sales coaching training programs for a wide variety of Fortune 500 companies
- Has conducted significant research projects to isolate best practices in selling and in sales coaching.
- Has spent countless hours with Sales Managers across a wide variety of organizations to develop a first hand feel for their day-to-day operational issues and challenges.

Education

- PhD, Organizational Psychology, University of Tennessee

Professional Affiliations, Publications and Recognition

Richard devotes the vast majority of his time to either direct client work or in research and writing. The client work involves selling, designing and guiding the implementation of large-scale innovative training engagements. In addition over the last several years he has written numerous articles related what it takes to succeed in major sales and in coaching account executives to do so. During that same time Richard has co-authored three major books: Getting Partnering Right, Parlez-Vous Business, and Managing Major Sales. The last book is devoted to the topic of Sales Managers.