

# Insight on Coaching – Guest Bio

*Tony Parinello*

*Author, Professional Sales and Marketing Coach*

## **Introduction**

In 1995 Tony Parinello created his own brand of sales training called **Selling to VITO™**, the Very Important Top Officer.

Today, the majority of Fortune 100 and over 2 million sales people in more than 30 countries create bigger deals in less time using his programs.

Now, through his keynotes, seminars, books, and audio programs, he's personally trained more than 1,000,000 salespeople, his six books have sold in excess of 500,000 copies and he has an Internet Talk-show, "Selling Across America," dedicated to salespeople and the art of selling.

## **Experience**

He personally coaches sales and marketing professionals and entrepreneurs all over the world: from distributors in Europe to manufacturers on the islands of Malta to service organizations in Australia. He is a *Wall Street Journal* best-selling author and creator of "Selling Across America"; the first and only Internet talk show dedicated to salespeople and the art of selling. You'll find his Marketing and Sales advice on Entrepreneur.com, a site that is visited by more than 3 million unique visitors each and every month.

Tony has written six powerful, practical and tactical books on the topic of selling: *Getting to VITO*, *Stop Cold Calling Forever*, *Getting the Second Appointment*, *Think and Sell Like a CEO*, *The Complete Idiot's Guide to Dynamic Selling* and his massively popular *Selling to VITO™*, the *Very Important Top Officer* which has sold over one million copies.