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Grissom Trains Alpharetta CVB to Step Up!

Trusted executive advisor, corporate coach, author of the book series, Step Up!, and personal motivator, Daniel Grissom recently shared with the Alpharetta Convention and Visitors Bureau staff his wisdom about stepping up the selling process. Grissom's core message is "selling" is dead; "value creation" is alive. With an MBA, honorary PhD and CSP, Grissom helps businesses create client value, improve sales effectiveness and increase business results.



Daniel Grissom

With a client list that reads like a "who's who" of the corporate world, Daniel has served as an advisor to Google, IBM, NASDAQ, Walgreens, Eli Lilly and UPS among others. As a lifelong student of excellence, Grissom has discerned what works and doesn't work in sales. His business experience and field observations have led him to write three books on how to create client value: Step Up-How to Win More and Lose Less, the companion Workbook and his forthcoming book Step Up!-101 Secrets for Creating Client Value.

The Alpharetta CVB serves as the marketing arm of the City and as a staff, we market and sell Alpharetta as a premier tourism destination," says Janet Rodgers, President and CEO of the Alpharetta CVB. "Daniel Grissom is an engaging, experienced and insightful speaker who shared the message of creating client value to get more business

for our organization. Daniel's message was on target with our mission and truly helped the staff to gain a fuller understanding of how we can all use our talents to go beyond the established goals and to better our best!"

To book Daniel for a speaking/training engagement, call 404-538-7881, e-mail him at Daniel@phdinresults.com or visit his website at www.danielgrissom.com.

Visit the Alpharetta CVB and Welcome Center at Park Plaza, 178 South Main Street, Suite 200, Alpharetta, Georgia 30009; visit online at www.awesomealpharetta.com or call toll-free 1-877-202-5961 or locally, 678-297-2811 for 100% complimentary event planning services.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta's upscale and modern hotels. Visit awesomealpharetta.com for more information.

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