



Rich Rudnick **Head Sales Coach / Trainer**

Rich, the mastermind behind The Smart Sales Solution™ process, has a stellar track record of motivating others to achieving their highest potentials. Individuals and groups have brought their personal and business lives to a whole new level by using the tools and disciplines in Rich's coaching. Even in this challenging market, Rich has led his clients to thrive and advance their business.

Over 34 years, his experience ranges from being a top sales performer himself, to building sales teams and systems from the ground up for a variety of organizations.

As his own career in sales developed, Rich discovered two important truths about sales performance: First, he learned it wasn't enough to have God-given aptitude, or to be willing to work hard; delivering consistently high numbers required a holistic, systematic approach. Second, a balanced personal life was not only desirable, but actually a critical ingredient in meeting one's *business* goals.

Those two principles, combined with the application of solid, time-tested sales tools and techniques, guided Rich in the creation of a unique performance-growing process that made him not only much wealthier... but much happier. Over time, he found that he got tremendous satisfaction from helping others achieve their own successes, and that he had a gift for it. He also discovered that there was a huge demand in the small business market for first-rate but affordable business growth services. Thus was born Smart Sales Solutions™, a company dedicated to helping people like you achieve financial and personal success.

Rich has been married to his lovely wife since 1988, and they're currently enjoying the empty nest and their three adult children. Rich's enjoyment of his family, and his commitment to them, give daily reinforcement to his belief in the importance of being more efficient at work in order to dedicate more time to family. He is also a man of strong Christian faith, who has incorporated a strong sense of integrity and moral values into his professional life.

For Rich, the real bottom line is about people; he loves to impact lives and make a difference, one person at a time.