

Steve Bistriz Strategic Associate



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Steve Bistriz brings nearly four decades of high-technology sales, sales management and training management experience dealing with companies ranging from start-ups to global leaders. Steve is a published author and lecturer in the field of sales, sales management and selling at the executive level. He is currently president of SellXL, a sales training and consulting firm, based in Atlanta.

Steve spent more than 20 years with IBM where he managed and led the instructional design, development, and implementation of numerous national training programs for sales, marketing, and technical support personnel. During his tenure, he also held a number of sales, sales management, and training management and development positions. In his last position at IBM, he was responsible for directing the creation of both internal sales training and external customer training programs for a \$1 billion division. He has broad experience in designing and delivering training programs and in implementing creative approaches to their measurement and evaluation.

In 1994 he joined Target Marketing Systems, a global sales training and consulting firm, to lead their product development function. The company was acquired by Siebel Systems in 1999 and Steve remained in that position until 2002.

Steve has published white papers and articles on a number of subjects, including Selling to Senior Executives, Evaluating Sales Training Programs, How to Effectively Assess Sales Opportunities, and Designing and Delivering Effective Sales Training Programs.

He has also co-authored articles on Creating Customer Value, Managing Strategic Accounts and Positioning the Salesforce to Identify and Capture the Enterprise Opportunity.

He has delivered numerous presentations and workshops on those subjects at industry and association conferences, including the American Society for Training Development (ASTD), International Society for Performance Improvement (ISPI), Instructional Systems Association (ISA), Strategic Account Management Association (SAMA), Lakewood Publications TRAINING Conference, Sales and Marketing Executives International (SMEI), and the Professional Society for Sales and Marketing Training (SMT). He was a featured speaker at numerous Microsoft Business Partner Conferences and at Inc Magazine's "Growing the Company" Conference.

His articles have appeared in Marketing Management magazine, the CTAM Quarterly Journal, Sales Doctors magazine, JustSell.com, Office.com, salesmanagement.com, Dartnell's Selling Newsletter, The Competitive Edge, Velocity-SAMA's Quarterly Journal, The Entrepreneurial Executive, the Sales and Marketing Executive Report and the Journal of Selling and Major Account Management, published in the United Kingdom. He was a featured guest for the James P. Cecil Company's "Nurturing Your Way to the Top". He is an active member of SAMA, the immediate past National President of SMT and serves on Advisory Boards for Effectiveness Solutions Research, SellMasters, Capital Analytics, Inc., the Lorrin Group, and for the Center for Professional Selling at Kennesaw State University.

Steve's degrees include a doctorate in Human Resource Development from Vanderbilt University, a Master of Management Science from Stevens Institute of Technology and a B.S. in Electrical Engineering from the New Jersey Institute of Technology.