



## David Byck

Associate

David Byck is passionate about impacting people's lives and their businesses. An experienced practitioner, trainer and coach of the ValueSelling Framework®, he guides people to become increasingly effective, efficient and relevant while building exceptional customer experiences.

Prior to joining Visualize, a leading provider of the ValueSelling Framework, David held various field sales and sales training roles over his 15 years at Gartner. As Global Client Director, he was responsible for Gartner's relationship with two of the world's leading CPG companies. As Sales Learning and Development Manager, David's primary role was to provide training and coaching for the field sales teams across North and South America. In addition to his facilitation work David spent a considerable amount of time in the field guiding sales associates and teams to become increasingly skilled to drive sales productivity. David was also involved with creating curricula across a broad spectrum of sales related areas.

At Gartner, David witnessed first-hand the power of the ValueSelling Framework®, an intuitive, client-centric approach:

- Driving significant change within sales teams, improving how they prepared for and conducted sales calls.
- Coaching individuals on the ValueSelling methodology, resulting in reenergizing people, navigating them around obstacles and helping them reengage with clients.
- Leading ValueSelling introductory training and advanced application workshops resulting in a high degree of Winner's Circle achievement by Gartner's new hires in their first year.

Whether at work or play, David enjoys coaching because of the opportunity to make a positive impact. He's an avid basketball player and frequently referees, a compatible coaching role to ensure teams play with professionalism and integrity.

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