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George Kavanaugh

Associate

George Kavanaugh, a founding associate at ValueSelling Associates has trained more than 14,000 people in executive, sales management, sales professionals, marketing personnel, sales support, project managers, service specialists and indirect channel roles in the ValueSelling process.

He has provided ValueSelling Framework® training to over 100 clients including Adobe, Alere, ABB, AppNexus, Asset Control, Autodesk, Avaya, Axalta, Beckman Coulter, Brite Computers, CADsoft, DoubleClick, Durst, eXelate, FreeWheel, Frensenius Medical Care, Glam Media, Google, Hard Dollar, Ingenix, IDC, Johnston Paper, Kargo, Kaman, Mentor Graphics, Narrative Science, NCR, Orange Business Services, PacTech Packaging, Responsys, SKF, SolidCAD, Solve Media, Suffolk Construction, STAQ, SunGard Data, Theorem, Thermo Fisher Scientific, Tribal Fusion, Ubisense, VMWare, Visible Measures and YouTube.

George has a proven track record of success at all levels of sales and sales management. Prior to joining ValueSelling Associates in 1996, he was a senior executive for Harris Corporation, where he successfully implemented and reinforced the ValueSelling Framework® within his division. Under his direction, a new sales model based on the ValueSelling process was implemented and sales for the division increased by more than 35 percent. He also achieved top revenue producer honors as a salesman, district and regional manager and as vice president of sales. In 1993 he was promoted to vice president of worldwide sales and European Operations. He was responsible for profit and loss for an organization that included marketing and direct sales based in the UK, with subsidiaries in France, Germany, Italy and Sweden and for building an indirect channel that included Value Added Resellers in 16 countries.

To gain sales revenue insights, listen and subscribe to the podcast: [The B2B Executive Experience](#).

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