



## **LinkedIn Recommendation for Bob Davis, SR Consultant NuVue/Wilson Learning**

[Andrew MacLean · 1st degree connection on LinkedIn](#)  
[Sales Enablement Director, TraceLink](#)

**March 22, 2022**

I brought Bob in to help with a very unique situation – and I am sure many of you can relate! Of course I wanted Bob’s expertise to ensure that all of my sales team were approaching customer conversations in a similar fashion, but more importantly was the fact that I needed Bob to help me bring the business “thinking” closer in alignment to the sales team.

You see the business is incredibly “us” and “product” focused. I needed help in achieving a culture change to happen to the business, so that their content and training aligns with the way the sales team speaks to each customer. I needed the business to understand how to have conversations that extract the value that the customer wants, instead of focusing on the value we think we bring.

With Bob’s help, and many multi-departmental meetings, we had a successful sales kick-off training in February of this year. Several of the presenters did change their content and their presentation objectives to fall into alignment with this customer-first philosophy. But equally important, the reviews from sales were all positive for Bob’s sales skills workshop! Cultural changes don’t happen quickly, but Bob helped me achieve what I believed was impossible.

Thank you Bob!!!





Veolia Water Technologies, Inc (dba Elga)

5 Earl Court, Unit 100, Woodridge, IL, 60517-7622

Name	Wayne B. Darsa
Telephone	516-364-8746
Cell	516-697-2637
E-mail	<a href="mailto:Wayne.darsa@veolia.com">Wayne.darsa@veolia.com</a>
Internet	<a href="http://www.elgalabwater.com">www.elgalabwater.com</a>
Date	August 12, 2019

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McCourt Associates  
A Wilson Learning Business Partner

Attention: Mr, Bob Davis  
SR Associate

Subject: Selling Value Presentation at our National Sales Meeting

Dear Bob,

Jim and I would like to thank you for attending and presenting at our National Sales Meeting this year. Your presentation on Selling Value provided an insightful perspective of how important it is to add value during Sales Calls, to Elga and our Sales Team. And expect that Selling Values will be a key focus, by all, during future meetings and presentations.

Our Sales Meeting, along with your presentation was a success, and our Team has started to use your Tips in their everyday selling presentation. As part of our goals and strategy for 2019, we continue to work at increasing our Sales contribution, both to the Top and to the Bottom line. The value you have brought us, with your examples are pointedly helping the Team to show important value to their customers. Their requests for deep discounts are continuously reduced, and we are beginning to see results with increased number of sales, and overall, having an impact on the ROI for our investment.

As an organization, looking for commonality to our selling approach is important, your presentation was on target, and we continue to emphasize Selling Values on our monthly Sales Team and Sales Managers calls. Going forward we will be exploring participation in additional Wilson Learning courses.

With a professional approach, and terrific personality, we highly recommend Bob Davis to Sales Organizaitons that would like to make a difference with their Customers.

Regards,

*Wayne B. Darsa*

Wayne B. Darsa  
Director, Sales and Business Development  
Veolia Water Technologies, Inc (dba Elga Labwater USA)



Date: July 24, 2019

To: Whom it may concern

Subject: Reference letter for Wilson Learning customer influencing skills and Senior Consultant, Bob Davis

Founded in 1946, Adolfson and Peterson is a family-owned company that is consistently ranked among the top construction managers and general contractors in the nation. We have a major presence throughout the country with significant regional offices located in Minneapolis, MN, Denver, CO, Phoenix, AZ and Dallas, TX.

That said, we have made a strategic decision to win and retain customers through superior customer focus before, during and after all projects.

For the last several years we have engaged the Wilson Learning Corporation to provide us with customer influence training at multiple levels of the organization and at all our locations. This includes job functions as diverse as estimators, project managers, site supervisors, legal staff, business development and the entire senior management team.

Further, we have integrated the Wilson Learning skills/philosophy in our corporate infrastructure (CRM, website, interview prep, etc.). We believe this training, grounded in relentless customer focus, has provided all members of our team with skills that have led to visible results. Those results include but are not limited to:

1. Increased client satisfaction and retention
2. Significant revenue growth
3. Significant growth in profitability

Bob Davis, Wilson Learning Senior Consultant, has been delivering Wilson Learning customer influencing skills in a three-day format for the last several years. We have been impressed with Bob's ability to make this training relevant for all job functions and experience levels at our company. In fact, Bob is the only professional we engage with on this type of training.

Added to that is Bob's ability to make the three-day training memorable, entertaining, transformational and relevant to all who attend. After the training, team members make changes in their customer approach which has led us to superior business results.

I would recommend Wilson Learning training and Bob Davis for any company in the construction field looking to enhance customer relations and business results.

Feel free to contact me if I can provide more specifics

Best,

A handwritten signature in blue ink that reads 'Corbett R. Nichter'.

Corbett Nichter

President – AP Atlantic and AP Gulf States

[cnichter@a-p.com](mailto:cnichter@a-p.com)



February 21, 2013

To Whom it May Concern

Dear Sir/Ma'am:

I highly recommend Bob Davis as a facilitator who can help your sales team improve resulting in increased sales effectiveness and increased sales revenue.

We have worked with Bob for over three years now and our sales have improved to the point of being named to the Inc. 500 Fastest Growing Companies three years in a row. When we first started using Bob to teach the Versatile Salesperson, we saw a near immediate increase in sales after our salespeople started using the techniques for interacting with the different social styles of their doctors and nurses. That year we had a 40% increase in sales revenue.

Bob Davis has the unique ability to effectively communicate with large groups as well as smaller groups. Salespeople are typically some of the most difficult people to train because of the "been there, done that" mentality. I can honestly say that isn't the case with Bob. He has a way of appealing to even the most senior of salespeople. All of our end of course reviews from our new hire salespeople resulted in comments related to his ability to teach even the oldest dog a new trick.

Not only is Bob the ultimate professional trainer, he is simply a nice person. Everyone in our company enjoys working with him because of his positive disposition.

Please contact me if you have any questions. Cell (480) 319-2906 or e-mail [teisiminger@regenesisbio.com](mailto:teisiminger@regenesisbio.com).

Tom Eisiminger, Jr.  
Vice President, Sales  
Regenesis Biomedical, Inc.



**City National Bank**

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July 17, 2014

To whom it may concern,

Bob Davis partnered with City National Bank to deploy a customer communications intervention that spanned over six months. He facilitated unique training involving over 200 employees. He also provided consulting with bank leadership.

We believe that the training provided is leading us to on board higher quality deals with less risk to the bank while delivering a "best-in-class customer experience."

The customer interaction training began with the executive management team and then was deployed to all customer-facing staff including relationship managers, branch managers, treasury management, risk officers, and support staff.

Bob was effective at training staff across all functions. Training delivered was seen as practical, immediately usable and motivational by staff in all functions

As a result of Bob's efforts, City National established a Sales Effectiveness Committee. This group is responsible for integrating the principles and processes taught in the classes into the bank's culture. The goal is to use new skills to differentiate us in a very competitive marketplace

Some examples of specific instances where the customer interaction training provided by Bob Davis has made a difference include the following:

1. A large independent propane supplier was seeking to transfer ownership between two principals. The owners wanted to close quickly and seamlessly to employees. The banker used the Outcome Based Sales Call Planning tool and discovery questions to advance the sales process. It resulted in a \$3 million term loan 6 checking accounts opened.
2. A learning academy owner was seeking refinancing for an owner occupied property. The banker used Purpose, Process, Payoff statements, anticipating client/prospect concerns, and discovery questions at each phase of the process. It resulted in loans and a line of credit equaling \$2.5 million.

I highly recommend Bob Davis for companies seeking to increase productivity and business success. I can be reached at 305-577-7681 or [luis.aponte@citynational.com](mailto:luis.aponte@citynational.com)

Sincerely,

**Luis Aponte**

Vice President, Director Of Training and Development  
City National Bank

May 6, 2013

To Whom It May Concern:

The purpose of this letter is to share my perspective of Bob Davis as a result of having hired Bob on various occasions to deliver Wilson Learning content to our salespeople and sales managers.

The bottom line is, in fact, the bottom line. Our salespeople have produced better results in terms of profitable sales revenue as a result of having participated in courses facilitated by Bob.

Bob's well-organized, systematic delivery of Wilson Learning content provides the right "pace" of learning that ensures knowledge transfer. Bob's professional experience and first-hand knowledge of the sales process brings concepts to life in a manner that is easy for participants to digest. He is the master of using various professional illustrations to demonstrate how to use course concepts to drive business.

Bob finds a way to make everyone feel that he's working directly with them, regardless of whether he's in a workshop environment with 16 people or orchestrating a presentation for 100. Bob's magic is that he makes learning fun, interesting, and exciting. He does an excellent job of engaging his audience by encouraging participants to draw on their own professional experience and share it with others so everyone can benefit. Although Bob is clearly in charge of the sessions he runs, he truly "facilitates" the adult learning process in a fun, non-threatening, and engaging manner.

I am happy to recommend Bob Davis as a professional consultant/facilitator capable of effectively presenting to and working with groups of any size.

Sincerely,

  
Jon Laing  
Director of Professional Sales Development  
ASSA ABLOY Door Security Solutions  
110 Sargent Drive  
New Haven, CT 06511  
Telephone: 203-499-6805





Feb 19, 2013

RE Bob Davis, Sr Associate, McCourt Associates

Bob's successful implementation of a comprehensive plan to help steer the sales team through an extreme competitive threat, helped to save our base of business. When a dominant-share competitor launched a new product with claims of creating a "new standard," I reached out to Bob to collaborate on a strategic and tactical effort to minimize the impact of the threat, secure our base, and build a platform for future growth and expansion. He exceeded my expectations.

Combining his knowledge of medical device sales with his consultative selling approach, Bob was able to design a highly-focused and customized solution to the challenges that we faced. Through riding in the field and conducting interviews with our field sales organization, Bob gained an accurate assessment of the situation and began to develop an immediate plan of action. His strategic approach was not only fundamentally sound, but more importantly, it was designed to be actionable and implementable. Bob was able to fully align and deliver a program that went from idea to strategy to tactics - complete with workbooks, checklists, and specific language for the reps to use, which quickly translated into improved results. He rolled-out the program at our national sales meeting and then conducted weekly follow-up sessions to reinforce the message and drive behavioral change among very experienced sales team members.

Ultimately, the team was able to not only weather the competitive threat, but also went on to deliver remarkable results that were recognized by top management for achieving the company's highest sales growth rate within the medical division.

Much credit is deserved by Bob Davis, for helping to design and implement a customized, consultative, training solution that delivered success.

Steve Massaro

**Steve Massaro**

VP Sales, Smiths Medical

Levitronix GmbH  
Technoparkstrasse 1  
CH-8005 Zürich

Phone +41-(0)44-445 19 13  
Fax +41-(0)44-445 19 14



From Wolfgang Dornfeld  
Phone direct +41 (0)44 445 2345  
Fax direct +41 (0)44 445 1914  
E-Mail direct domfeld@levitronix.com  
Date 8/11/2011

**Robert Davis**

3 Sunset Rd  
Nahant, MA 01908

USA

### **Business Reference Letter Robert Davis**

To whom it may concern

I have known Bob Davis for the past 2 years supporting our company with various training on sales processes, in particular Bob provided the "Counselor Salesperson Program". I have been consistently impressed by Bob's attitude towards his work and his performance on the job. His interpersonal and communication skills are outstanding independent of management level, nationality or character of the counterparts he is working with. Bob consistently demonstrates very good listening skills and provides answers always in the relevant context including various options to fit the case.

From Bob's various talents I was impressed most by his ability to reach to an international audience spanning from the US, UK, Switzerland, Germany, Austria all the way to China, Taiwan and Japan. It is great to see how the training connects and links-in with our very technically based sales team. Also we can see clear and measurable results applying processes and techniques provided in day to day situations. Last but not least Bob is always available for questions or discussions even long after completed training sessions making sure to keep things alive.

We honestly appreciate Bob's support and highly recommend his training. We hope that this reference helps to find new clients who will for sure experience the same positive results we have.

Best regards,

A handwritten signature in black ink, appearing to read "W. Dornfeld".

Wolfgang Dornfeld  
Vice President Field Operations



## Email received after a ½ day Negotiating workshop delivered in August 2011 to the Montana Collision Craftsman Association

*In a message dated 9/30/2011 11:44:04 A.M. EDT, jchaney.cavecreek@gmail.com writes:*

This was one of the best classes I have attended-ever. I have been in association management for many years and am always looking for something to bring to this industry that has relevance, is presented in an understandable way, and will make a difference in someone's life. This program did all of that – and it was great fun too. I received positive feedback from everyone. In fact, we are sorry we didn't have this a full 8 hours or maybe even two days.

Bob Davis hit this out of the park. His message and delivery was timely. His detailed preparation for this class brought him to the audience as a colleague and a friend. It was such great information. I learned a lot about myself that day - and I believe that everyone in the room learned something about themselves that day. Something that will make them better people and better at what they do. (some of mine are 'listening better' - and 'going to the balcony')

That, to me, is what these programs should be all about.

The collision industry is suffering change right now. This class will give attendees the needed skills to face these difficult challenges they are faced with every day.

I will recommend this class to the collision industry and will look forward to working with Bob again in the future. His skills, professionalism and great personality will be a welcome addition to our industry. This is a Diamond!!!

Take Care,

***Janet Chaney***

*Cave Creek Business Development  
143 Middle Burnt Fork Road  
Stevensville, Montana 59870  
(480) 720-2565 Phone  
(406) 258-0608 Fax  
Email: jchaney.cavecreek@gmail.com*

*"Far and away the best prize that life has to offer is the chance to work hard at work worth doing"*

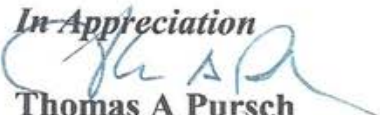
*Theodore Roosevelt*

**RAPID**  
SHEET METAL INC  
104 Perimeter Road  
Nashua, NH 03063

July 11, 2011

Dear Bob;

*I just wanted to drop you a short note to thank you in writing for a very productive training session. I was concerned the Saturday format which you willingly accommodated would create a difficult challenge in terms of getting our team engaged and even more concerned there would be a lot of complaining from the participants for having to give up a Saturday to be trained. As it turned out, I need not have worried. You were well prepared and you were ready for them. Your energy level and enthusiasm quickly got everyone engaged. The mix of lecture, examples, and group work maximized the benefit of the training. I asked for feedback from the training and the response has been overwhelmingly positive. The best part is they are using the training, I have a list of really good real life examples as to how they utilized the training and the tangible benefits we are seeing. If we decide to do additional sales training.....you will be the first person I call. Great job and thanks again!*

*In Appreciation*  
  
Thomas A Pursch  
Chief Operating Officer

Copy;  
Jay Jacobs  
President

**LABOR READY**  
*Dependable Temporary Labor*

June 24, 2010

Wilson Learning Corporation  
8000 West 78th Street, Suite 200  
Edina, Minnesota 55439

Re: Bob Davis, Senior Consultant

To Whom It May Concern:

Tomorrow I complete the Counselor Salesperson Certification for C.S.P. Concepts, and I wanted to drop a quick note to express my gratitude for what I experienced this week.

This has been a stressful week for me, and I am sure that I am not the top student in the class which Mr. Bob Davis facilitated, but the atmosphere that he created kept me eager to learn. Bob has a wonderful rapport with all. His ability to connect with his students and his talent at teaching simple concepts, as well as more advanced topics, are both truly superior. Even though this session was on Facilitation, I feel that I grew exponentially in my understanding of our previous class's materials.

This is my third experience with Mr. Davis. Always, in his work, Bob is consistent, dedicated and passionate, enthusiastic, cheerful, and a pleasure to follow. He has incredible creative energies and a refreshing idealism tempered only enough to accomplish what needs to be done. I highly recommend him in any capacity in which he can spread his excitement and share his talents with others.

Thank you once again for the opportunity. If you should have any questions, please do not hesitate to contact me.

Respectfully,



Dean L. Buttgen, District Manager  
Labor Ready

Southern Illinois District Home Office  
610 West 3rd Street  
Davenport, Iowa 52801-1013  
563-322-7411  
563-322-7421  
DButtgen@laborready.com

Phone Number  
Facsimile Number  
E-Mail Address

563-529-3238  
309-215-7041  
[www.LaborReady.com](http://www.LaborReady.com)

Cellular Number  
eFacsimile Number  
Web Site Address



Bob Davis  
Senior Associate, McCourt Associates  
A Wilson Learning Business Partner  
3 Sunset Rd  
Nahant, MA 01908

Dear Bob,

On behalf of the Risk & Compliance division of Wolters Kluwer Financial Services, I want to send you our sincere thanks for the incredible sales training we received recently at our national sales kick off meeting.

From the first time that we met to discuss the opportunity of working together, you clearly demonstrated the necessary skills to understand what we were looking for out of this partnership, why we were looking, what our expectations were for such an alliance, and what results we anticipated as an outcome of this event. Our decision to move forward with you compared to other vendors in this space was an easy one to make because of the experience you articulated and then backed up from pre sale to post sale.

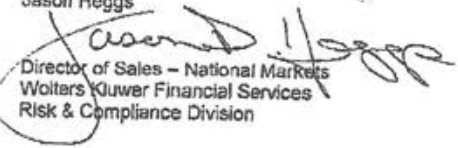
The feedback from the 25 participants you trained included phrases such as, "compelling"; "convincing"; "persuasive"; "exciting"; and "fresh". I was very happy to hear the buzz generated among our salespeople as a direct result of the content and instruction that you provided during this three day course. We have received sales methodology training in the past but the training you provided was hands down more applicable, informative, and sensible than any of the other trainings we have received in the past.

Part of the uniqueness that you bring to the table is that you don't just sell the training curriculum (Counselor Salesperson) but you actively demonstrate in your work with customers and then you backed the words up with action when you actually taught us the course. I appreciated this because many organizations will have one person sell the engagement but someone else delivers the content and in 99% of those situations, the value of what we discussed and what we purchased is lost. I thought that you brought everything we asked to the table and then some which made our sales people see that a lot thought went into this training and how to make them successful in their roles.

I am excited and confident about the ROI that this training will yield for us in the coming weeks, months, quarters, and years. I am confident that the way your instruction resonated with all levels of sales experience in the training (senior sales executives with success prior to training and less experienced sales executives looking to attain success) will be applied in all facets of the sales cycle. I even had one rep call me with excitement three days after the training and state, "Jason, I used the Outcome Based Call Planning Sheet and felt so confident on the call - I nailed it! The objective of the call was ....and the client actually ..."

In closing, I want you to know that I would highly recommend Wilson Learning as partner for any organization looking to give their sales team a kick start as it relates to sales training and methodology. Of course it is a given that you have to ask for Bob Davis to be the facilitator so that those organizations can experience the same level of satisfaction that we received in this training engagement. I can be reached for reference purposes at [Jason.Heggs@Wolterskluwer.com](mailto:Jason.Heggs@Wolterskluwer.com) or directly at 781-663-6431.

Jason Heggs

  
Director of Sales - National Markets  
Wolters Kluwer Financial Services  
Risk & Compliance Division





**NATIONAL AIR DUCT CLEANERS ASSOCIATION**

1518 K Street, NW, Suite 503  
Washington, DC 20005  
Ph 202.737.2926 • Fax 202.347.8847 • www.NADCA.com

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**EXECUTIVE DIRECTOR**  
John Schulte

March 28, 2007

Bob Davis  
Wilson Learning Institute  
3 Sunset Road  
Nahant, MA 01908

Dear Bob:

Thank you for speaking at the National Air Duct Cleaners Association 18<sup>th</sup> Annual Meeting and Exposition, March 4-8, 2007, in Nashville, TN. There were 650 industry professionals in attendance and they were thrilled!

The conference proved to be an overwhelming success. This was largely due to your participation and willingness to share your knowledge. Attendees learned valuable information and skills that will enable them to do a better job and make their businesses grow.

Again, thank you for your contribution and support of NADCA. The Association relies on dedicated individuals like you to make the Annual Conference the one event NADCA members look forward to every year.

Sincerely,

  
John Schulte  
Executive Director

*Our event was a  
BIG success! Thanks a  
bunch for all of your  
help!!*



A Siemens Business

December 21, 2005

Mr. Bob Davis  
3 Sunset Road  
Nahant, MA 01908

Dear Bob,

The USFilter Global Sales Meeting is now behind us and the entire steering committee has been debriefed on their thoughts regarding the effectiveness of the meeting. The response, particularly regarding the professional development session designed and presented by your team, has been overwhelmingly positive.

We all feel that the program exceeded our expectations. We knew that we were presenting you with a challenge. With a group of 550 attendees, 200 of which were not in traditional sales roles, we were not certain that the program could be designed to be meaningful to the entire group and that you would be able to engage and hold their attention throughout the total five hours of the presentations.

The results speak to your outstanding capabilities. Not only did the group stay involved during the meeting, they are now actively discussing and implementing the major points of "Value Selling" and "Effective Closing" into their daily work. We told you that we wanted presentations that would give our team tools that they could immediately implement to enhance their effectiveness. You delivered with excellence.

Thank you for all of your hard work and your willingness to remain flexible while developing the program. Tailoring the program to USFilter in the ways that you did really grounded the program for our people.

It was a real pleasure working with you. I look forward to discussing other professional development requirements that we will have as we move forward.

Sincerely,

John T. Farr  
Vice President of Sales  
US Filter Environmental Services  
770-363-4945





GTSI Corp.  
2901 Sunset Blvd  
Chandler, AZ 85226-1010  
(703) 502-2608  
[www.gtsi.com](http://www.gtsi.com)

Bob Davis  
Senior Associate, McCourt Associates  
*A Wilson Learning Business Partner*  
3 Sunset Rd  
Nahant, MA 01908

Dear Bob,

On behalf of GTSI Corp., we want to extend our sincere thanks to you in helping our organization prepare and deliver on the critical CAP Up-Sell initiative.

You managed to effectively laser in on sales management's goals and objectives, integrate the Marketing organization, their design and development of key job aids and supporting web site, and successfully deliver a series of innovating, behavioral changing sales development programs, all under very compressed and demanding timeframes.

Needless to say, this initiative produced quantifiable financial results during actual program implementation. For example, one \$900K laptop deal was increased to \$1M by adding carrying cases, extra batteries and memory. This also produced an increase in Gross Profit Margin by 6% to the deal. Another example included moving a \$250K printer deal to an additional 3-year contract for \$100K each year in toner and cartridges. All this was accomplished by GTSI personnel utilizing the skills you facilitated in the program. Real time, real results!

Additionally, I presented these beginning metrics and results to a room full of GTSI SVPs, VPs, Directors, and Senior Managers to a round of loud applause. The ROI is evident as we continue to track and monitor the results of this initiative.

Bob, we recognize and appreciate the value you professionally delivered to GTSI. We thank you very much!

Regards,

A handwritten signature in black ink that reads "Rob Brancart". The signature is written in a cursive style and is positioned above a horizontal line.

Rob Brancart  
Director, Professional Development  
GTSI Corp.  
Office: (703) 502-2608



February 18, 1998

Mr. Robert Davis  
McCourt Associates  
3 Sunset Road  
Nahant, Ma 01908

Dear Bob:

I want to thank you for the outstanding seminar you put on for Inso Corporation at our worldwide sales meeting this past January.

I appreciate the time you spent in getting familiar with our company and our products. That time and effort was well worth the return in credibility you elicited when integrating our business with the key elements of the "value selling" seminar. I should also note that while I was familiar with Wilson Learning from past experiences, this was the first time I dealt with a local Boston representative of Wilson, and I could not have been more pleased. You delivered a first-rate, informative, entertaining two-session seminar that left the crowd wanting more.

Lastly, the after-dinner talk on "negotiating to yes" also hit the mark. In about an hour's time you were able to convey to our salespeople some of the critical elements of negotiating and how they fit in with the selling process.

Once again, thank you very much, and I look forward to working with you in the future.

Regards,

A handwritten signature in dark ink that reads "Bob". The signature is written in a cursive style with a large, prominent 'B' and a smaller 'ob'.

Bob Tonti  
Vice President  
Sales Operations and Strategic Partnerships



GENZYME CORPORATION  
ONE KENDALL SQUARE  
CAMBRIDGE, MA 02139-1562, U.S.A.  
617-252-7500  
FAX 617-252-7600

February 7, 2001

Bob Davis  
McCourt Associates, Inc.  
3 Sunset Road  
Nahant, MA 01908

Dear Bob,

We wanted to send along our sincere thanks and appreciation for the "Negotiation Skills" seminar that you put on for Genzyme last week at our Global Sales Meeting. While time was a precious asset, you were able to put on an effective presentation that outlined some of the basic concepts behind successful negotiating that will be very helpful to our salespeople.

The overall feedback from the people who attended the seminar was positive, and most felt that they had learned a couple of key things during the workshop- which was the overall objective going in. We know that you put a lot of hard work and effort in preparing the seminar, speaking with a CSS and RBD to ensure the "case study" was appropriate, and it showed in the overall results.

If there is anything you need from me, don't hesitate to contact me at (617) 768-8024. Thanks again for helping make our meeting an overall success.

Sincerely,

Greg Madison  
Global Training Manager

Chris Rivera  
VP, U.S. Sales



September 22, 1997

Ms. Susan Hall  
Mr. Robert Davis  
Wilson Learning  
8 Addleton Court  
Reisterstown, MD 21136

Dear Susan and Bob:

I would like to thank both of you for the outstanding job you did coordinating and presenting the finest sales seminar in the five years of our retreat weekends.

Stimulating, enlightening, interesting, motivating and entertaining are just a few words that describe your presentation. My goal of giving the salesforce an "executable" sales tool to be utilized Monday morning was accomplished. I even found myself (during sales calls on Tuesday) "pursuing" the customers' important issues.

Also, Susan, I appreciated the post seminar accountability form you developed. I will be requiring the salesforce to respond back to me no later than October 3rd, at which time I will forward the information to you.

Again, thank you for your excellent performance and commitment to providing JP with superior service.

I look forward to working with both of you soon.

Sincerely,

JEFFREY J. BALDASANO  
Vice President of Sales

JJB/pz

cc: Ms. Karen Thompson, President, Corporate Learning Systems  
Mr. Mark Kaiser, Senior Vice President, Sales & Marketing, JP Foodservice  
Mr. Russ Cipolla, Vice President, Training, JP Foodservice  
Mr. Dave Ickes, Branch President, JP Foodservice



N E L L I E  
M A E

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John F. Marcus  
President

April 12, 2004

Bob Davis  
Senior Associate, McCourt Associates  
A Wilson Learning Business Partner  
3 Sunset Road  
Nahant, MA 01908

Dear Bob:

I am completing the follow-up from the recent Nellie Mae national sales meeting and I couldn't let the occasion pass without sending you a letter to say thank you for your assistance in making this our most successful meeting to date. The ideas you provided me for the force field analysis and thinking outside the box activities were excellent and well received by everyone.

Bob, it is hard to believe that it has been 6 years since we first started working with you. I have always valued our relationship and it pleases me that our parent company, Sallie Mae, has seen fit to engage with you for their sales training needs as well. It is clear to me that you have taken a strong interest in our business as evidenced by your continued efforts to meet with us (and our customers) to better understand the changing issues our industry faces.

The return on investment program you are currently working on with us has great potential to clearly demonstrate the value of the sales training program you have led us in most recently – Negotiating To Yes. Not only do I feel it will demonstrate incredible value to the managers, but it will also give the sales representatives the opportunity to refresh themselves on all of the programs you have done for us over the years. Once again Bob, you are demonstrating to me that you are a long-term partner and trusted advisor to Nellie Mae.

I look forward to continuing to work with you in the future. And again, I appreciate the assistance you provided me in the planning of our sales meeting.

Sincerely,

John F. Marcus

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*A national leader in student loan financing and services*

50 Braintree Hill Park, Suite 300, Braintree, Massachusetts 02184





Orbotech, Inc.  
44 Manning Road  
Billerica, MA 01821

Tel (978) 667-6037  
Fax (978) 667-9969

February 20, 2003

Bob Davis  
McCourt Associates  
3 Sunset Road  
Nahant, MA 01908

Dear Bob,

Just wanted to follow up with a comment about the success of our recent Kick Off meeting and our appreciation for your timely contributions. This was a historical meeting, our first "all employee" gathering combined with the fact that it is a time of epic change in the look and feel of the Inc. subsidiary. We needed a rallying point in which to bring people to collectively conclude that even with all that has happened...economic stalemate, industry shift to the Far East, customer closures, organizational downsizing and restructuring...we have a lot working for us and a real opportunity to transform the company into a workable entity, capable of meeting our business objectives and satisfying personal goals as well. Your ability to come in at a critical time in the planning and design of the meeting to help us focus on critical elements, as well as suggest and incorporate exercises and methodologies that would engage and illustrate, was fundamental to our success with the meeting.

The initial feedback was great. People were jazzed about all the information that was shared with them, involvement in strategy decisions to identify and focus on key customers, and the encouragement to engage in an open discussion about what organizational factors enhance our ability to move toward the desired state and what factors inhibit us. Hopefully, we succeeded in conveying our messages and getting people to take an active role. Participant contributions were insightful and encouraging. As always, follow up strategies will be key to successful implementation.

Thank you for your help. It is always a pleasure and a benefit to include you in our thinking.

Best regards,

Becky Henrion  
Director of Human Resources

Ofer Aish  
Vice President – Finance & Operations





February 17, 2004

Dear Bob,

Preparing for a recent performance appraisal gave me the opportunity to reflect on things we accomplished working as true partners. It all started last July with the Worldwide Sales Meeting. This event was my first BIG one at Varian Semiconductor. As you know, I was very anxious about the event and the roll out of Counselor Selling Skills.

Needless to say, the evaluations showed us all that the participants got a lot of value from the training, your expertise and experience. The high marks they gave the training were better than I've seen in over 15 years. I attribute this to the job you did up-front interviewing the participants about what they wanted to see in the training and then customizing the course to fit their needs. It took a lot of time and planning, but it paid off handsomely.

Phase 1 of the Impact Evaluation Study clearly shows that the salespeople are applying the skills, getting results and getting the all important Purchase Orders. The time and work that you and Stephanie Butler put into the study is greatly appreciated. Of course, I look forward to the Final Study in April which I'm sure will show even more traction.

Another thing that stands out in my mind is the Q4 Regional Meetings and the Boomerang Exercise you put together. That exercise ensured that the salespeople clearly understood the concepts of CSP. Just another example of not just delivering a training event, but delivering an intervention with teeth.

On another note, I would like to thank you for all the unpaid time you spent with me over the year. Being a one-man band can be tough, but having you as a sounding board has made my work life a lot easier. You have given me insights that have been creative and useful. From looking up definitions of words to helping develop exercises, you never once asked for anything in return. You are a true consultative sales person and advisor, and I thank you for all your hard work.

Look forward to working with you in 2004. One thing is for sure.... we will have fun.

All the best,

Ed Strenk, Marketing Operations  
Varian Semiconductor Associates  
Gloucester, MA



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*Mike Laffin*

*Associate Director, Sales Training & Commercial Excellence*  
*781-681-2292 [michael.laffin@serono.com](mailto:michael.laffin@serono.com) fax: 781-681-2928*

January 20, 2005

Letter of Recommendation

In the past two years, Wilson Learning has delivered ten Versatile Sales Person workshops. This program is a core component of the training curriculum that Serono Key Account Managers (KAM) complete in their first year. The program has been customized to meet Serono's needs and includes a wide range of application exercises that are specific to Serono selling situations.

The response to this program from the participants has been consistently positive. Because of the customized nature, even sales professionals that have attended a Wilson Learning Social Styles program at a previous company always find the program to be valuable and take something back to the field that they can immediately implement. This program has been documented by many KAMs as instrumental in breaking through tough accounts and increasing prescriptions.

Our lead facilitator is Steve Reilly and he has received consistently high marks on the post-class surveys that we administer after every program. He brings humor and credibility together, while running an organized, productive class. Steve has put effort into learning Serono's areas of business and in fact, has ridden in the field with KAMs from each of Serono's therapeutic areas. Steve is consistently excellent and I would highly recommend him as a facilitator to interested companies.

Bob Davis is Wilson Learning's Account Executive for Serono. I have worked with Bob at Serono and at my previous company as well. He is as responsive as any outside business partner that I have ever worked with. He brings creativity, flexibility and a high level of service to the relationship. Contrary to other training partners that offer off the shelf programs only, Bob is ready and willing to work with us to insure that the program that is delivered to our sales force is on target with our needs and delivers value for the participants.

I would recommend the Versatile Sales Person program, Bob Davis as an Account Executive and Steve Reilly as a facilitator to any company that has sales people calling on customers. I can be reached for reference at 781-681-2292 or at [michael.laffin@serono.com](mailto:michael.laffin@serono.com).

Michael Laffin  
Associate Director, Sales Training & Commercial Excellence  
**Serono, Inc.**



August 10, 2005

Bob Davis  
Senior Associate, McCourt Associates  
*A Wilson Learning Business Partner*  
3 Sunset Rd  
Nahant, MA 01908

Well Bob, I would like to say you've done it again but this rendition of counselor selling was even better than the last. You managed to reach all levels of our sales team with the power of the counselor approach. We expect a program like this to impact our rank and file but the test is in how the most experienced and accomplished react. When I heard from one of our highest achieving industry veterans that he intends to make some fundamental changes in his approach, I knew we had hit a home run. While our sales team has consistently driven company revenue growth at 30%+ per year we see how we can move to the next level by employing the Wilson Learning techniques. Our people have already begun to share discovery letters and their positive experiences in accelerating deals both onto and upward within the pipeline.

We especially appreciate the homework you did in understanding our sales model beforehand and adapting your course to our unique challenges and opportunities. That preparation not only brought the concepts home for our sales people but also allowed us as sales managers to amplify the techniques throughout the course.

Sincerely,

A handwritten signature in black ink that reads 'Paul Savage'.

Paul Savage  
Vice President, Sales  
Community & Regional Banks  
P&H Solutions, Inc.

320 Nevada Street  
Newton, MA 02460  
P. 617.796.7700  
F. 617.243.0033  
www.ph.com





C. Scott Palubiak  
Vice President, Global Sales, Genetic Screening

PerkinElmer, Inc.  
940 Winter Street  
Waltham, MA 02451-1457  
Office: 781.663.5850  
Mobile: 714.774.777  
scott.palubiak@perkinelmer.com

April 3, 2009,

To:  
Mr. Bob Davis  
McCourt Associates  
3 Sunset Rd  
Nahant, MA 01908  
bdavismca@aol.com  
and  
Mr. David McNally  
9717 Colorado Rd  
Bloomington, MN 55438-1740  
david@davidmcnally.com

Dear Bob and David,

I wanted to get back to you for doing such a great job at our global sales meeting. All objectives were met:

- ñ Continuity and relevance of the Wilson Program. I just received a message from our APAC leader who took the course last week. He wants to roll it out to all of his countries next year. Thanks Bob!
- ñ Guest speaker to motivate and inspire a global audience with material relevant to a competitive environment and a down economy. Mission accomplished. Thanks David!

Below are some of the comments regarding David's two presentations:

- UK:**
1. The 'Corporate' day was really good especially David McNally's talks which most people found very stimulating.
  2. The motivational speaker was great. The content, style and messages were first class. I intend to sign up for his reports via website.
- France:**
1. David McNally's speeches were just fabulous and I have registered to receive his report every month.
  2. The meeting was well organized from venue selection to overall program, especially David McNally.
- China:**
1. Quality and relevance of Tuesday's guest speaker: The topics were very nice and good for our own personal development.
  2. Good for sharing these experiences!
- Brazil:** The speaker was innovative and motivating.
- Singapore:** Overall the meeting was well organized and especially the presentations by David McNally

- Netherlands:** 1. David McNally was great and very inspiring.  
2. Overall it's good to have an external speaker. It brings the meeting into a higher level and people have more interest to follow.
- US:** 1. David McNally was an excellent choice.  
2. The speaker was fantastic. Please continue this!
- Canada:** David McNally was Excellent!!! Great integrity, humility and confidence. I wanted his presentations to last longer...
- Philippines:** David McNally's topics were interesting and inspiring. We should continue inviting good speakers.
- Finland:** To have an external speaker talking of something other than company business is always a positive feature. Mr. McNally gave a customized flavor (plus gave a lesson on how to speak without notes!).
- Argentina:** The guest speaker, Mr. McNally, was excellent and very motivating. Do nothing different! We are really motivated. These are not only words, but is what we really feel. Thank you very much.
- Germany:** Very good and "entertaining" talk by David McNally!
- Australia:** I thought the afternoon session with David McNally was fantastic. Riveted the whole way through. Very inspiring and touching at a number of levels.
- Denmark:** The external speaker was great. David McNally managed to demonstrate some very important aspects that we could all use. Especially considering that we are in a financial recession.

Gentlemen,

I hope you agree that these are stellar comments, especially since English is not the primary language for most of the respondents. Thank you for spending a good deal of time preparing for this meeting and I wish you all of the best in 2009.

Regards,



Scott Palubiak  
Vice President, Global Sales  
Genetic Screening and Diagnostics  
PerkinElmer, Inc.



# Memorandum

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**To:** To Whom It May Concern  
**From:** Sean M. Gallagher  
**Date:** November 21, 2019  
**Subject:** Bob Davis – An Outstanding Sales Educator

If you're seeking to engage a professional speaker or sales trainer to help your organization improve its sales performance and grab your audience's attention, please read on.

I've utilized Bob Davis' services for nearly 25 years. Our initial project was when we hired him to boost our sales force's performance in a medical technology firm. We got more than we expected. Not only did the sales force effectiveness greatly improve, but Bob's methodology was adopted by our marketing team to improve alignment between sales and marketing. The result was extraordinary. Not only did it improve sales effectiveness, but marketing effectiveness improved as well.

As a business advisor, I have recommended Bob to several of my clients for both limited engagements (speaking at sales meetings) and large projects (complete retraining of a global sales organization). In every instance, the engagement was a great success and all stakeholders benefited.

In my current role as Lecturer in Marketing at the D'Amore-McKim School of Management at Northeastern University, I have the responsibility of educating students on all aspects of marketing, including personal selling. Bob Davis was kind enough to speak to my undergraduate class yesterday to help them see how sales professionals can help businesses better address customer needs and profitably grow their operations.



My students are members of Generation Z. Gen Z is the cohort after the Millennials, defined as those born from the mid-1990s to the early 2000s.

A fellow faculty member expressed concern as to whether a Baby Boomer like Bob would be able to effectively engage Gen Z students in a talk about personal selling. I had complete confidence that his style would resonate with the class. And it did!

Like all great teachers, Bob does not lecture. He engages the audience with questions, exercises and the telling of impactful stories. The students were engaged, asked lots of questions, and wanted to talk about what they learned in class the following day.

Below are some verbatim comments from students:

- “I had no idea I could learn that much about sales in an hour.”
- “Bob’s *open* questioning techniques make so much sense. After class I was trying to use them with fellow students during a group meeting. They helped us make better decisions in half the time.”
- “That was so cool!”

Looking for someone to motivate your team at a sales meeting or improve their effectiveness through sales training? There is no one better than Bob Davis. You will be thrilled with the results.

Need more information? Feel free to email me or call me at +1.617.306.5372