

## Marc Wayshak

Sales Strategist & Best-Selling Author

Marc Wayshak is the best-selling author of three books on sales and leadership, *Game Plan Selling*, *Breaking All Barriers*, and, his latest, *The High-Velocity Sales Organization*. Out of frustration from a lack of any real data-driven or science-based sales approaches in the marketplace, Marc developed the Game Plan Selling System, which utilizes the best available data and science to help organizations close more sales.

He is a regular online contributor for Inc, Fast Company, Forbes, Entrepreneur Magazine, Huffington Post Business and salesforce.com Blog, and he holds an MBA from the University of Oxford and a BA from Harvard University.

While studying for his undergraduate degree in social sciences at Harvard, Marc suddenly lost all his college savings in a stock market crash. Compelled to have to help pay for college, Marc started a small marketing company. Little did he know, he was about to embark on a journey filled with challenges. He would soon learn just how hard it was to have to sell in order to survive.

During that time, Marc made tens of thousands of cold calls per year, spoke to sell, asked for introductions and did everything else necessary to make sales. The social scientist in him was shocked by how little data and science was incorporated in the commonly use selling approaches.

Thus began a journey of searching for the real data and science behind selling. As he went along, he began to learn what worked and what didn't. He also found some powerful mentors who taught him to use the data to look at sales from a completely different angle. Studying under these mentors, Marc experimented with the very sales techniques that now make up the Game Plan Selling System™.

By using these data-driven and science-based techniques, Marc created exponential growth for his marketing business, turning it into one of the fastest-growing event marketing companies in New England. The expanding client list soon included corporations such as Subway Sandwich Shops, ExxonMobil and Getty Oil. As his company grew, Marc served as captain of Harvard's rugby team and was selected as an All-American rugby player.

These experiences as a top athlete further shaped his sales philosophy, as he discovered many similarities between closing the sale and winning on the field. After selling his business at just 23 years old, Marc began teaching data-driven sales strategies to organizations both large and small.

Today, Marc Wayshak is known as *America's Sales Strategist*. He shares the powerful data-driven and science-based strategies of the Game Plan Selling System™ through writing, consulting, and training. Marc travels the world helping organizations and entrepreneurs transform their sales.

Drawing from the data in his books, *The High-Velocity Sales Organization*, *Game Plan Selling* and *Breaking All Barriers*, Marc teaches audiences the Game Plan Selling DSP:

- Be Distinct...from your competition.
- Be Systematic...and follow a game plan for every aspect of selling.
- Have a Prospecting Playbook...and live by it.