



STEVE KLOYDA

the prospecting expert

Attract More **PROSPECTS**. Retain More **CLIENTS**. Drive more **SALES**.

ABOUT STEVE



For more than 30 years, Steve Kloyda has been creating unique selling experiences that transform the lives of salespeople, prospects and customers.

As Founder of The Prospecting Expert, Steve helps his clients attract more prospects, retain more clients, and drive more sales. Steve began his sales career as a stockbroker in 1980.

Without prior sales or business experience, he quickly developed unique telephone prospecting skills and disciplines that produced phenomenal results. He opened 180 new accounts in 8 months, setting a company record of nine new accounts in one day.

Steve realized that sales people could benefit greatly from the proven success of his sales and prospecting methodology. In 1989, he joined a sales training organization as Vice President of Sales. He developed a weekly coaching program, working one-on-one with his salespeople. In his coaching sessions, Steve used their tape-recorded sales calls to illustrate which skills brought desired results and which didn't. Steve's collaborative hands-on approach, focusing on positive feedback and reinforcement, brought consistently superior results for his salespeople.

Steve's fresh approach to learning was gaining momentum and producing outstanding results. So much so, that the combination of his love of sales and his unique ability to teach others in an inspirational manner became the catalyst for creating Telemasters, Inc. in 1990. This new sales training company was founded on Steve's own extensive sales experience and coaching success. Using the same strategies and methodology he used to help his sales people generate significant results, Steve developed a unique process for transforming the outcome of every telephone sales call. Steve's attention to a superior customer experience and relationships built on trust was the foundation for the tremendous success of Telemasters.

After twenty successful years of teaching and coaching sales people in a variety of industries under the Telemasters brand, Steve recognized that, just as the tools of the industry had evolved, so too must the name of his company. In March 2010, the company was renamed The Prospecting Expert in order to better acknowledge the vast array of tools available for sales people today and more clearly reflect Steve's comprehensive vision for prospecting

strategies in the 21st century. Prospecting is, after all, the foundation of every successful sales professional and business.

Since 1980, Steve Kloyda's professional experience has expanded significantly. In addition to facilitating thousands of workshops across the country, he has personally:

- Made more than 250,000 telephone sales and prospecting calls
- Listened to and analyzed more than 25,000 sales calls
- Facilitated more than 6,000 one-on-one coaching sessions.

Combining his creativity, knowledge, and hands-on experience from the last 30 years, Steve has created a unique selling methodology which **attracts more prospects, retains more clients and drives more sales!**

Since Steve began his career, the face of the sales profession has changed dramatically. Whereas the telephone was once the primary means of prospecting, email, text messaging, voicemail, video, and social networking have become the essential tools of today's marketplace. With the Internet now a driving force, Steve has integrated today's technologies into his comprehensive sales and prospecting system, enabling his clients to better formulate and communicate their unique message while embracing modern technology to more effectively connect with and engage their target audiences.

Steve's motivation, insights and down-to-earth strategies provide a powerful learning experience for anyone wanting to transform their sales and dramatically grow their business. His mission is to lead, teach and inspire salespeople to apply timeless principles which produce life-changing results.



To bring Steve to your organization or next event,
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