



David Yesford
Sr. Vice President, Global Marketing and Support
Wilson Learning Worldwide

LinkedIn Profile: <http://www.linkedin.com/in/davidyesford>

Professional Highlights:

With 27 years of experience developing and implementing human performance solutions around the world, he brings valuable experience, strategic direction and global perspective. Over the years, David has had strategic roles in Wilson Learning core content areas of Sales and Leadership, as well as eLearning and Strategic Consulting. With Wilson Learning, David has held Sr Leadership roles in the US, Europe, China, India and Asia Pacific. He is a current and active member of the Wilson Learning Global Executive Board, with current responsibility at a global level.

David is the contributing author of several books including [*Win-Win Selling*](#), [*Versatile Selling*](#), [*The Social Styles Handbook*](#), and [*The Sales Training Book 2*](#). He is published in numerous business publications in the United States, Europe, Latin America, China and Asia Pacific.

As part of his consulting work, he has conducted more than 400 Strategic Planning/ Alignment sessions for Global 2000 companies. A frequent international speaker, David has been invited to both industry (ASTD International Conference, Chief Learning Officer, Training Magazine, Marcus Evans, etc), Client and Wilson Learning sponsored events on Sales and Leadership. Topics include:

Sales

- Creating Sustainable Sales Advantage
- The Evolution of Selling
- Regaining and Regaining Sales Advantage
- Strategic Business Calling - Engaging Executives
- Sales Leadership
- New Rules: 3 ways to Score in Sales

Leadership

- Winning the War for Talent
- Brand Attracts, Engagement Retains!
- Lessons from the Greatest Coach Ever
- Learning Transfer
- Global Leadership/Global Awareness
- Strategic Planning/Alignment
- Going Global? Go Prepared!

Mr Yesford's Areas of Expertise

- Strategy Development
- Process Facilitation
- Executive Leadership
- Coaching (Executive, Sales)
- Engagement and Retention
- Global Business Strategy
- Sales Effectiveness
- Leadership Effectiveness
- Global Awareness
- Product Development
- Global Marketing