



Julie Thomas

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Julie Thomas, President and CEO of ValueSelling Associates, is a noted speaker, author and consultant. In a career spanning more than 24 years, she credits her mastery of the ValueSelling Framework® for her own meteoric rise through the ranks of sales, sales management and corporate leadership positions.


Thomas began her career at Gartner Group. In 1999, she became Vice President of Gartner's Sales Training for the Americas. Her role included the successful onboarding of new sales hires and driving adoption of the ValueSelling Framework®. She has extensive experience applying, coaching and reinforcing the ValueSelling Framework®, ValueSelling Essentials® and their application by sales executives, sales managers and sales leadership.

In 2003, Thomas acquired ValueSelling Associates as Chief Executive Officer and President. Thomas led the company to become an industry leader in competency- and process-based training for escalating sales performance in business to business sales organizations around the world.

Thomas continues to work directly with clients and sales organizations in a wide variety of industries. She is responsible for the global expansion of ValueSelling Associates and its leadership position in both on-demand, instructor-led and hybrid (blended) learning solutions.

Because of Thomas' leadership, ValueSelling Associates has been recognized by both [Selling Power Top Twenty Sales Training Companies](#) and [Trainingindustry.com](#) as a leader in the sales training industry.

Thomas is the author of [ValueSelling: Driving Sales Up One Conversation at a Time](#). She is a sought-after speaker. In addition, Thomas is on the advisory board of the [eWomenNetwork Foundation Advisory Council](#), and involved heavily in local charities in the San Diego region.

 ValueSelling Associates™ | The proven formula for accelerating sales results.

ValueSelling Associates is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000, mid-sized and start-up companies, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results. Clients turn to the experts at ValueSelling Associates for services that yield immediate impact, repeatable strategies, and sustainable results.

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