

**IT TAKES MORE  
THAN A BIG SMILE,  
A GOOD IDEA & A  
TWITTER ACCOUNT  
TO BUILD A  
BUSINESS THAT  
LASTS**

**WES SCHAEFFER**

**YOUR COMMITMENT TO EXCELLENCE, YOUR DESIRE TO DO  
“WHATEVER IT TAKES,” AND YOUR ABILITY TO PERSEVERE DESPITE  
INEVITABLE SETBACKS DEFINE YOUR ABILITY TO SUCCEED!**

# **IT TAKES MORE THAN A BIG SMILE, A GOOD IDEA & A TWITTER ACCOUNT TO BUILD A BUSINESS THAT LASTS**

## **PRAISE FOR WES SCHAEFFER'S “IT TAKES MORE...”**

*“Wes presents no-nonsense sales advice in an easy-to-understand, easy-to-implement fashion. Part coach, part motivator, always inspiring, Wes Schaeffer’s guidance increases productivity by providing techniques to streamline sales processes, eliminate inefficiencies, and increase success rates. Every (lesson) provides multipl ‘pass around the office’ ideas that translate to any sales environment.”*

**—Layne Kasper, Managing Partner, Kasper & Associates**

*“Energy and more energy are the first words that come to mind when Wes Schaeffer’s name is mentioned. (And it’s mentioned a lot around here.) His seminars are clear, informative, and to the point. He has changed the definition of selling and brings clarity to the word ‘sales’.”*

**—Kay Harrison, Owner, CS Marketing**

*“If you want practical methods and tools that can be applied to your selling repertoire, then you’ve come to the right place.”*

**—Lisa Musick, Executive, Visalus**

