

BILL CASKEY

BIOGRAPHY

Once an average salesperson troubled by sales anxiety and losses, Bill Caskey discovered that traditional sales training couldn't remedy the persisting "sales" problem. After revamping his approach, he raised his own sales 350%. As CEO of Caskey Sales Machine, Bill aids frustrated businesses and CEOs, transforming lackluster sales teams into high-performing ones. Responsible for generating over \$750 million in additional revenue, Bill exemplifies the power of reinvention. Sharing his experience further, he hosts 'The Advanced Selling Podcast,' an iTunes top 50 Marketing podcast with over 15 million downloads. If you are ready to leverage your God given talents and take your revenue to the next level you are in the right place.

Bill Caskey has been training and coaching sales professionals and leaders for 30 years. He has given over 10,000 lectures, training events and coaching sessions helping his clients with radical skill Improvement to increase results in their marketplace. His philosophies are counterintuitive and draw from ancient wisdom, developmental psychology, and personal brand building.