

Jeff Hardesty

Jeff Hardesty is President of JDH Group, Inc. and Developer of the X2 Sales System®.

Jeff's first career encompassed 14-years as a professional Pilot, where he accumulated over 7500 incident free hours of logged flight time. As the industry evolved to hold more rated Pilots than there were seats available, Jeff decided to change directions to gain more career control.

That led him into the profession of sales.

Starting from the Ground floor as an outside sales rep at Lanier, Jeff rose to the top 8% in World-wide ranking in his 1st year, competing with 4500 other reps. He was awarded consecutive President's Club Trip's and was one of ten qualified national Lanier reps to win the prestigious Silver Bullet Award for outstanding major account sales.

A move into the newly emerging competitive telecommunications industry enabled Jeff to take his successful processes and best practices into a Sales leadership role. As General Manager of Sales for CGB, Inc., a start-up competing directly against the traditional Local Exchange Carrier, Jeff's sales models and support tools helped increased revenues 509% in 3 years.

As a Vice President of Sales for a series of 'Start-up' and 'Turn-a-round' initiatives, Jeff's diagnostic and performance-driven approach to successful sales focused on the individual sales employee and teaching them how to effectively run their own business.

His Key Performance Indicator model and Sales Performance training system resulted in an average of 172% sales unit growth over the first year of implementation for 3 consecutive companies; CBG Communications, Cimco Communications, and Gabriel Communications.

In 2004, after 2 years of development, Jeff rolled out the X2 Sales System®, a blended sales performance system focused on identifying key sales performance metrics and training to an effective conversion rate for 'Top-Down' business appointments.

Jeff has been featured in numerous National publications such as Business First, Dartnell's SELLING, Chief Learning Officer and Training Magazine with reference to Blended Learning Systems and improving sales teams Key Performance Indicators.

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To view a complimentary suite of sales training ROI calculators and determine your sales team's Key Performance Indicators in line with your sales objectives visit http://convertmoresales.com/roi_calculators.php.

