

*"I have always grown from my experiences, challenges and failures, I accepted them as being positive learning experiences and potential successes. – Michael Simpson*

Michael Simpson began his career in real estate sales in 1984, spent several years in direct sales to private consumers, and moved ultimately into corporate sales to Fortune 1000 customers. Along the way he founded four profitable private companies including a Xmar Consulting, Terra Companies, Commercial Wealth Network and Positive Success International.

Michael Simpson developed many of his coaching skills while serving as a leader for 6 years in the Marine Corp's and as a record setting sales professional for the past 20 years. His book "The Sales Cookbook" is an integral part of his national sales training seminars and serves as the backbone to his behavioral ingredient methodology.

Michael Simpson's career as a record setting sales professional and marketing expert make him uniquely qualified to coach and help companies dramatically improve sales and increase profits. Michael knows how to make businesses grow with over 20 years of proven success in the areas of sales acceleration, direct marketing, internet development, business development, capital acquisition, business offerings and acquisitions, creative design, print media, television, and behavioral training.

As a coach, sales trainer and special events speaker, he has shown thousands his unique approach to business and personal life and shared his experience through books, DVD's, Webinars and personal interaction . His diverse background includes experience in accelerating sales, creative problem solving and motivational team building. He regularly conducts programs ranging from small group training sessions to large group presentations. He routinely provides salespeople with a distinct edge over the competition by showing how to combine experience with 29 strategic ingredients that transform them into a well rounded sales professional.

He has been a leading consultant behind the success of some of the world's leading brands, providing strategic advice and direct marketing expertise to senior marketing executives and their teams. Through his talent as a strategic marketer, he has helped these corporate executives to craft innovative marketing campaigns and generate millions of dollars in measurable sales. A respected marketing expert, Michael has worked with some of the biggest names in business, including American Express, Nissan, Mercedes, Northwestern Mutual Life, Toyota, Sears, Discover Card, Goodyear, National Rifle Association, Chrysler and Met Life.

In 2004, He founded Terra Realty Services which expanded in Terra Companies LLC. and grew into a multimillion dollar company offering Development and Real Estate Brokerage all under one roof. His vision of "Concept to Keys" proved to be a needed service in the real estate development community. After selling his interest in the company he quickly moved to expand Terra Commercial and The Commercial Wealth Network into a unique Real Estate Firm that focuses on developing investment opportunities for High Net Worth individuals and hosting syndication events for investment properties worldwide.



# Michael Simpson

Author . Speaker . Master Coach . Veteran



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