

About the Author

Dan Kreutzer is a results-driven sales executive with an outstanding track record spanning 35 years of selling and marketing high-technology products and services to the International Fortune 1000. He has extensive experience in the manufacturing, logistics, professional services, and financial industries.

As part of an executive management team that specialized in turn-around situations, Mr. Kreutzer was continuously confronted with under-performing sales organizations. His experiences in these situations led him to the recognition of patterns that transcended specific companies and industries, and that inevitably made the difference between the success and failure of the organization. His analysis and research of these patterns has evolved into the Samurai Sales Mastery Series™ and the Shogun Sales Management Mastery Series™.

He is passionate about developing sales organization to be more effective and efficient. His insights into the human factor of the sales equation have focused on the perceptions, motivations, and behaviors of sellers and buyers during the sales process. His humanistic approach

to selling has transformed the way professional salespeople think about and achieve customer approval.

Mr. Kreutzer has spoken throughout North America, Europe, and Asia and has authored several articles on professional sales management and professional sales techniques for addressing the challenges of today's markets. He is a member of the Professional Society for Sales & Marketing Training and the American Society for Training and Development.

Mr. Kreutzer has a BS in Applied Mathematics from the University of Illinois, and an MBA in Marketing from the University of Chicago. He is a founding partner of the Samurai Business Group®, LLC.