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October 10th 2013: Sales Lessons From A Top Executive

A key characteristic I noticed among the masses of sales professionals was the fear of approaching top-level contacts when beginning the sales process with an organization. The most successful sales professionals that were consistently successful developed a comfort level in working with top executives. The sales process is exponentially more efficient and more profitable when it is started with a top executive in an organization. Tune in to today's show with my guest Jerry Dittmer. Jerry is a visionary leader, President of the HON Company, and Executive Vice President of HNI Corporation, a le

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Featured Guest



Jerry Dittmer

Jerry Dittmer was named President of The HON Company in March 2008. He also serves as Executive Vice President for HNI Corporation, the second-largest office furniture manufacturer in North America. Most recently, Dittmer served as Vice President and Chief Financial Officer at HNI. Since joining in 1991, he has held several senior-level financial and operational positions within a number of HNI companies. Dittmer has also held management positions with PricewaterhouseCoopers, Crown Zellerbach, Perlman and Rocque and Arthur Andersen & Co. Dittmer is a certified public accountant (CPA) and certified management accountant (CMA). He holds a bachelor's degree in industrial administration

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