

Bio:

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For over a decade Jonathan Dawson has been using psychology in sales to make salespeople more productive and profitable. In college Jonathan studied psychology and while in school used it to train over 75 door-to-door sales reps as a regional sales manager. In the car business he started at the bottom and in less than two years rose to become the top salesperson at his dealership, he has also been in sales management.

For the last six years Jonathan has been traveling across the country working “hands on” with dealerships. He works with ‘high-line’, domestic, import, and one price dealerships: teaching salespeople and managers to enhance their understanding of the emotional and psychological road to the sale. Due to his dynamic presentation and unique concepts he is also regularly invited to be a guest speaker for both NADA and NCM 20 groups.

“Most training companies out there motivate your salespeople and you end up with motivated idiots. Or they teach ‘word tracks’ and your people don’t understand them and lack confidence so ‘Johnny Tough Customer’ beats the word track over their head. I am a teacher. I teach the psychology of selling cars in today’s market. I teach the psychological and emotional road to the sale more than just the steps themselves.”

- Jonathan W. Dawson