



**516 Tennessee Street, 2<sup>nd</sup> Floor**  
**Memphis, TN 38103**  
**don@donhutson.com**

**901-767-0000 (office)**  
**901-292-8533 (cell)**

### **Education**

BBA, Sales & Marketing, Memphis State University Graduated 1967

### **Professional Employment**

US Learning, LLC	1986-Present
Owner, CEO – Keynote Speeches, Training Seminars, Corporate University Producers, Online Training Producers and Marketers; Special areas of expertise: Advanced Selling Skills, Negotiation, Leadership, Sales Management, Interpersonal Effectiveness, Employee Motivation	
Sales Education Institute, Inc.	1974-1985
Owner, President – Speeches, Seminars, Production of Sales Training and Personal Development Products	
Sales Corporation of America, Inc.	1969-1973
Owner, President – Producer of Success Seminars	
National Association of Sales Education	1967-1969
Program Coordinator of Success Seminars	



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## **Charitable/Community Involvement**

### Board of Director Service (local)

The Orpheum Theatre (6 years)  
Emerge Memphis Entrepreneurial Incubator (10 years)  
Junior Achievement of the Mid-South (10 years)  
Boys & Girls Clubs of Memphis (3 years)  
The Memphis Orchestral Society – Memphis Symphony (3 years)  
The Society of Entrepreneurs \*(4 years)  
The Bridge Newspaper (Rhodes College Undergraduate Homeless Initiative)  
MIFA, Metropolitan Interfaith Association (3 years)  
Sales & Marketing Executives of Memphis (5 years)  
The Memphis Symphony Men’s Committee (4 years)  
The Economic Club of Memphis \*(4 years)  
Fogelman College of Business & Economics, Executive Leadership Council (5 years)  
The University of Memphis Board of Visitors (6 years)  
The University of Memphis Foundation (6 years)  
South Bluffs Homeowners Association \*(1 year)  
St. Jude Children’s Research Hospital Classic Car Auction \* (3years)  
The St. Jude Club (5 years)

\* served as President or Chairman in addition to Board seat

### Board of Director Service (National)

National Speakers Association \* (Founding Board and Past President)  
National Speakers Association Foundation  
National Speakers Association – Speakers Hall of Fame Selection Committee  
Sales & Marketing Executives International  
Pi Sigma Epsilon Sales & Marketing Fraternity \*(Board Member and Past National President)  
Tremendous Life Books \*(6 years)

\* served as President or Chairman in addition to Board seat

### Credentials and Awards



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St. Jude Hospital/Marguerite Piazza Gala Humanitarian Award  
 National Speakers Association Speakers Hall of Fame Inductee (C.P.A.E.)  
 C.S.P. National Speakers Association “Certified Speaking Professional”  
 Sales & Marketing Executive International – Speaker Hall of Fame Award  
 University of Memphis College of Business “Outstanding Alumnus” 1978  
 Society of Entrepreneurs Inductee  
 Top Sales & Marketing Hall of Fame, Top Sales Magazine, London, England  
 New York Times/Wall Street Journal #1 Best Selling Author: The One Minute  
 Entrepreneur (With Dr. Ken Blanchard)  
 NY Times Best-Seller (#5 NYT, #2WSJ), The One Minute Negotiator (With Dr.  
 George Lucas)  
 Recipient of “The Cavett Award” as Member of the Year – National Speakers  
 Association 1986  
 Consummate Speaker of the Year Award – Sharing Ideas Magazine 1998  
 Inducted into the Speakers Roundtable - 1978

Published Works, as a professional speaker, business trainer, author

Books

Title	Publisher
<i>Selling with Style</i> – co-authored: Don Hutson, C.P.A.E., Tony Alessandra, Ph.D., Scott Zimmerman	The Platinum Rule Press
<i>The One Minute Negotiator</i> – co-authored: Don Hutson, C.P.A.E., George H. Lucas, Ph.D.	Berrett-Koehler
<i>The Sale</i> – Don Hutson	Executive Books
<i>Insights into Excellence</i> – Don Hutson and the members of Speakers Roundtable	Executive Books
<i>The One Minute Entrepreneur</i> – Don Hutson with Dr. Ken Blanchard and Ethan Willis	Currency-Doubleday
<i>Inspiring Others to Win</i> (anthology) – Don Hutson & others	Griffin Publishing



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*Speaking Secrets of the Masters* – Don Hutson and the members of Speakers Roundtable Executive Books

Books, continued

*Time Management is an Oxymoron* – with Maynard Rolston Squire Publishers

*The Contented Achiever* – Don Hutson with George Lucas & Chris Crouch Black Pants Publishing

*The Winning Spirit* (anthology) – Don Hutson & others Griffin Publishing

*Conversations on Customer Service and Sales* (anthology) – Don Hutson & others Insight Publishing

*Taking Charge – Lessons in Leadership* (anthology) – Don Hutson & others Insight Publishing

Audio Albums by Don Hutson

The Techniques and Tactics of Professional Selling Sales Education Institute

Don Hutson on Leadership Sales Education Institute

High Performance Selling Nightingale-Conant, Inc.

How to Make & Keep Customers Happy U.S. Learning

Managing & Leading for High Performance U.S. Learning

Online Learning Programs produced by Don Hutson/U.S. Learning

Sell Value, Not Price! by Don Hutson U.S. Learning/Lightspeed VT

Mastering Negotiation Strategies by George Lucas, Ph.D. U.S. Learning/Lightspeed VT

Currently in Production for 2014:



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The Prosperity Series by multiple experts, and Leading & Managing for Performance & Prosperity by Don Hutson & Mark Sanborn +

+Video footage shot - programs in final editing

### Special Areas of Interest – University of Memphis Initiatives

The Sales Major – Fogelman College of Business and Economics

The “Distinguished Speaker Series”

The “Top 30 Committee” to engage with the top area businesses

Any other effort to promote the University of Memphis to the business community

### Special Interests & Hobbies

Collector of old and rare books, especially those in the categories of: Self-Help, Sales, Leadership, Psychology, and Speaking

Classic and special interest cars

Boating

Aviation

Golf