



**Jeff Tanner**  
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Dr. Jeff Tanner is an internationally known expert in sales and sales management. He is author or co-author of eleven books, including the best selling textbook, *Selling: Building Partnerships* and the leading relationship marketing text *Business Marketing: Connecting Strategy, Relationships, and Learning*. His books have been translated into several languages, and distributed in over 30 countries. His eleventh book, *The Hard Truth About Soft Selling*, co-authored with noted sales psychologist George Dudley, is due out this summer.

Dr. Tanner has published over 50 articles in trade publications such as *Business Marketing*, *Marketing Management*, and *Exhibitor Times* and an equal number of research articles in academic journals such as the *Journal of Marketing*, *Journal of Business Research*, *Journal of Personal Selling and Sales Management*, and others. His research has won numerous awards, including "Best Paper of the Year, 2000" from the *Journal of Personal Selling & Sales Management*. He writes a column on sales management issues for *Sales and Marketing Strategies & News* and is scheduled to appear as a regular on the segment, "Science & Selling," hosted by George Dudley as part of Tony Parinello's *Selling Across America* internet radio broadcast.

Dr Tanner spent eight years in marketing and sales with Rockwell International and Xerox Corporation. In 1988, he earned his Ph.D. from the University of Georgia and joined the faculty at Baylor University, where he currently serves as the Research Director of the Center for Professional Selling.

In addition to his writing and research, Dr. Tanner maintains an active consulting and training practice. Recent clients include IBM, Hillcrest Medical System, and others. He is the managing partner of Team Fulcrum, which conducts sales training and marketing research, and is a founding principal and Research Director of BPT Partners, the premier training and education company focused on advancing the skills and competency of professionals in the CRM industry.