

JASON FORREST

SALESPERSON

SPEAKER + AUTHOR + SALES COACH



+ About Jason Forrest

Jason grew up under the influence of his father, a business owner and professional salesperson, his mother, a persuasive speaking professor, and Zig Ziglar, his Sunday school teacher and world famous salesperson and motivational speaker. He was an All-State football player in high school, and graduated with a degree in psychology and an MBA in marketing. He went on to sell financial services and real estate, then rose to become the National Director of Sales Development for MDC Holdings/Richmond American Homes. These influences and experiences shaped Jason into who he is today: a salesperson first, a trainer on a mission, a national speaker, and a coach who pushes sales organizations to become the best version of themselves. Jason is the President of Shore Forrest Sales Strategies, providing the industry's best coaching and training services for home-building companies around North America.

+ Selling: the Forrest Dynasty

Jason Forrest is a salesperson first and foremost, and understands sales by selling rather than observing. With a professional salesperson/businessman for a father and a persuasive speaking professor for a mother, selling is in his blood. Jason comes from a line of salespeople, and sold his first diamond at eight years old in his father's jewelry store. At family reunions, they tell sales stories. It's the Forrest dynasty. Unlike some sales trainers who are performers or orators first, and salespeople second (if at all), Jason is a salesperson to the core.

+ Key Accomplishments

Jason is the author of *Creating Urgency in a Non-Urgent Housing Market* and *40 Day Sales Dare for New Home Sales*. Together with Jeff Shore, he is the co-creator of *Leadership Selling*® and *Leadership Selling*® for Coaches, a 33-week blended-learning training curriculum for new home sales.

CONTACT JASON

817.732.0334 | Jason@ShoreForrest.com

www.JasonForrestSpeaker.com

www.ShoreForrest.com

+ Jason's Mission

To redefine the purpose of today's salespeople.

+ Jason's Beliefs

- Buyers don't react negatively to selling or to salespeople in general. Buyers react negatively to dishonesty, unhelpfulness, and/or boring behaviors that salespeople sometimes project.
- There are two types of salespeople: those who participate in the process, and those who influence it.
- A person's desire to improve their life has more influence over their buying decision than any other factor. A salesperson has the capability to influence that desire.

+ As you're looking for a sales trainer, ask yourself:

- Do I want a successful salesperson, or a sales theorist?
- Do I want a speaker/trainer that gives me advice, or one that tells me what I want to hear?
- Do I want a coach that puts "skin in the game," or one that gets paid regardless of results?

+ What People are Saying

"Jason Forrest is the master of new home sales and his content is a blueprint to the highlife most salespeople only dream of." — **STEVE SIEBOLD**, author of *177 Mental Toughness Secrets of the World Class*

"In short, Jason 'gets it.' His insight and unique storytelling ability make him a powerful speaker and author." — **JOHN F. EILERMANN, JR.**, Chairman and CEO, McBride & Son Enterprises

"Jason uses real-world examples and processes for selling in today's difficult environment."

— **TODD BOYDSTON**, Vice President of Sales & Marketing, D.R. Horton Homes