



Scott Plum

Scott Plum has been focused on marketing and selling services to professionals on a business-to-business level since 1987. Plum is skilled in many areas including public relations, marketing, promotions, advertising, sales training and management, customer retention management, sponsorship and event development.

Most recently, he co-launched **New Business Minnesota**, a monthly publication mailed to more than 8,000 startup businesses in the Twin Cities. Plum knows what it takes to introduce a new publication in a competitive market during a time when print media is notably declining. He grew the publication in advertising and sponsorship revenue, launched a monthly networking series called a "Startup Meetup" (<http://www.newstartupmeetup.com>) that grew to become Minnesota's largest and most active networking group; produced bi-annual, sold-out expos and later launched **New Business Denver** by duplicating the same activities.

Plum has a history of achieving sales goals while encouraging and assisting others to do the same. He has served as a sales trainer with the Sandler Sales Institute where he created and instructed sales training programs to sales professionals and developed programs for clients seeking success in their chosen industries.

As an instructor at the **Minnesota Sales Institute**, Plum teaches salespeople how to shorten their sales cycle, increase their closing ratio, generate more revenue and get in front of more qualified prospects. He will also uncover the barriers that hold salespeople back from doing what they know they should and stop doing what they know they shouldn't.

His interactive training sessions introduce better ways of selling within the participants industries; helps them reinforce their new sales behaviors and creates the environment of learning that fosters the acceptance of change and growth.

Plum recently became the president of the **Professional Sales Association (PSA)**, which focuses on sales training for selling professionals. He also is the chairperson of the **TwinWest Chamber of Commerce** Small Business Task Force that interviews and selections the Entrepreneur of the Year award.

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