



## David Snodgrass

Associate

David brings over 20 years of senior management and executive sales with established companies as well as start-ups. Having navigated the complexities of nearly every type of sales challenge, David now helps sales organizations increase revenue, improve forecast accuracy and enhance pipeline growth.

During his 18-year tenure at Gartner, a leading global research and advisory company, David rose from Client Executive of Midsize Enterprise and Strategic Accounts to the Manager of Sales Learning and Development, recognized with over 15 Gartner Winners Circles, 3 Eagle Awards (top 5%) and 1 Steuben Award. Whether SMB or enterprise, David helps clients establish a visible, predictable and repeatable sales and management process based on the ValueSelling Framework with results such as:

- In 7 years, increased win rate by 2x and grew revenue by almost 4x
- Improving forecast accuracy by 14%
- Coaching sales managers to yield over 100% YOY revenue growth

His knack for identifying, understanding and solving a company's business issues while linking them to overall corporate objectives, makes David a sought-after sales trainer.

David lives by the motto, "work hard and be nice," which he teaches to his three daughters, aged 23, 21 and 15. He graduated from University of Oregon and is both ValueSelling and BASHO prospecting-certified. In his free time, he enjoys playing basketball, wake surfing and attending sporting events.

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