

# **Brian Parsley**

**President at WeSkill**

Charlotte, NC, US

Interested in building your brand? Want to improve sales, employee & customer loyalty? Let a Top 40 Executives Under 40 winner be your guide

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## **Biography**

Brian Parsley, President of WeSkill, guides business leaders on how to increase sales performance, solidify customer loyalty and build profits. Brian teaches timetested business strategies and customer loyalty programs across all industry sectors including financial services, technology, retail, healthcare, manufacturing, and professional services.

Brian's speaking engagements and workshops take him around the world and into companies that are devoted to achieving unparalleled results. Along with being a recurring guest on FOX News, Brian is a management consultant for several fortune 500 thought leaders and the author of InspHired, which gives leaders the tools and steps to hire extraordinary individuals who produce results and remain loyal.

Brian's speaking engagements focus on 5 core areas that create and sustain profit for your organization:

1. Customer Buying Motives
2. Employee Loyalty
3. Dynamic Customer Experiences
4. Leadership
5. Finding Purpose in Business and Life

Brian has received numerous awards for professional excellence and is listed in Business Journal's Top 40 executives under 40. Brian speaks nationally and internationally to a wide range of companies, organizations and professional associations.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Corporate Leadership, Management Consulting, Information Services, Human Resources, Advertising/Marketing, Social Media, Professional Training and Coaching, Public Relations and Communications, Corporate Training, Training and Development

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## **Areas of Expertise**

Executive Coaching, Sales Management, Team Building, Customer Relations, Coaching, Leadership Development, Business Strategy, New Business Development, Competitive Strategy, Brand Management

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## **Event Appearances**

### **KEYNOTE SPEECH**

Carolinas Healthcare Public Relations & Marketing Society Conference

### **Light Your Own Path**

Virginia Society for Healthcare Marketing and Public Relations Conference

### **KEYNOTE SPEECH**

American Advertising Federation District 3 Leadership Conference

### **KEYNOTE SPEECH**

Blue Giant Equipment Corporation's Face to Face Conference

### **KEYNOTE SPEECH**

North Carolina Association of Fire Chiefs Conference

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## **Accomplishments**

### **Recipient - Top 40 Under 40**

Brian was awarded a Top 40 Executives Under 40 Years Old award from the Charlotte Business Journal.

### **President - WeSkill**

WeSkill was founded with the goal of sharing best practices to improve leadership development, selling strategies and create loyal customers. The WeSkill team has over 38 years of experience in organizational training, behavior development and educational design. Their board of advisors, 12 senior leaders from global organizations, ensure that their education is relevant, true to the real world and focused on future business trends.

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