

Brandon  
K.  
Hardison



CHAMPIONSTRATEGIES



**“Make Today a Champion Day!”**

*Brandon K. Hardison is one of the most sought after executive coach/sales trainer and motivational speakers in the industry. Over the past 38 years, Brandon has trained thousands of sales consultants and managers across the country. He is one of the nation’s foremost authorities on NLP (Nuro Linguistic Programming) and how it relates to the sales process.*

# Bio



**Brandon K. Hardison** is one of the most sought after executive coach/sales trainer and motivational speakers in the industry. Over the past 38 years, Brandon has trained thousands of sales consultants and managers across the country. He is one of the nation's foremost authorities on NLP (Nuro Linguistic Programming) and how it relates to the sales process.

Brandon began training as a result of watching dealers loose hundreds of thousands of dollars each month in lost sales and wasted advertising dollars due to lack of proper training. He saw that dealers could no longer afford to cater to incompetence. He knew it was time to stop talking about a problem and began to take action to correct it. Training begins with education. When you are taught how, you develop

the necessary skills. You become more productive, and you do a more effective job.

Brandon recognizes that today the industry is at the peak of saturation. The demands on salespeople and management are greater than ever before. We continue to hire and train salespeople primarily to wait on showroom traffic. We provide them little or no professional sales training, and we expect them to be more than is actually possible. A lack of confidence is directly related to a lack of training. Without properly trained salespeople, productivity suffers.

Sales training is no longer an option, it is absolutely essential, and it must be ongoing. Billions of dollars in potential profits and commissions are lost each year because salespeople have little training and no game plan. With this in mind, Brandon has developed a series of workshops designed to get your salespeople and managers in a highly profitable sales mode for long-term results.

Combining his front line experience with what he has learned from the nation's top Sales Masters, Brandon's cutting-edge seminars, workshops and in-dealership programs provide salespeople, managers and dealers with knowledge, strategies and tools that continue to create profitable, long-term results. Now, more than ever before, it can finally be said that automotive salespeople are made, not born!

## SPEAKING TOPICS

- Sales Consultant Training ( New Hire and Advanced )
- BDC ( Business Development Center) Sales/Service Training
- Business Management Training (F&I Menu Presentation)
- Service Advisors – (Up Sale Training)
- Manufacturer's " Best Practice" Certification Preparation
- Sales Management Coaching
- CRM and The Sales Consultant
- Driving For Dollars - Effective Prospecting Ideas
- Family Reunion Keynote Speaker

# Testimonials

*"His tag line describes him perfectly, a person who every day sets out to be a Champion! I truly enjoyed working with someone with this zest for challenges. No matter what idea I put on the table, Brandon was the first to volunteer and take on the challenge. It is hard to lose when you work with a Champion!"*

--Stephanie Young

Business Development for Applied Business Solutions and Alliance & Associates Insurance

*"Coach, leader, mentor -- are the first of many words that come to mind when I think of Brandon K. Hardison. From the moment you meet Brandon, his passion and enthusiasm for excellence are very evident. From day one he has made an enormous impact on my team and our organization by carefully observing our culture and processes in order to best achieve results while moving the ball forward. He is thoughtful, considerate, and he brings a unique coaching style that all can absorb and relate to. His impact has been immediate and you can see the difference in our performance. He has an uncanny ability to observe, counsel and coach to any level of*

*experience and our entire team has embraced him. Even our most seasoned and experienced personal have benefited from Brandon's coaching, I know I have learned a lot from him myself. Coach Brandon K Hardison is also a man of great integrity as well as a great collaborator and friend. I am honored to work with him and thrilled to have him mentoring my team."*

Eric Mihelich

General Manager at Jim Ellis Porsche- Porsche Atlanta Perimeter

*"In my 29+ years as an employee of Ford Motor Credit Company I have come across many awesome motivators and trainers. Brandon is way at the top of my list. As a representative of Ford's Certified Pre-Owned program, I have had the pleasure of watching Brandon at work. His ability to encourage sales personnel at dealerships is extraordinary. His attention to detail is spot on. I am enjoying working with Brandon in making Ford's Certified Pre-Owned program best in class."*

-Kevin Grayson

## AWARDS

Presidents Club

***Minolta Business Solutions, Mahwah, NJ 1999, 2001***

Presidents Club

***Kyocera – Mita America, Fairfield, NJ  
2001***

National Sales Consultant Walk Around Champion Coach  
***DCH Automotive Group – DCH – Toyota of North  
Brunswick, NJ  
2004***

National Sales Consultant Walk Around Champion Coach  
***Nalley Automotive Group – Nalley Volvo, Atlanta, GA,  
2008***

National Sales Consultant Walk Around Champion Coach  
***Nalley Automotive Group – Nalley Acura, Atlanta, GA.  
2009***

National Sales Consultant Walk Around Champion Coach  
***Nalley Automotive Group – Nalley Volvo, Atlanta, GA.  
2010***

**List does not include conference, regional, state runner –  
up or national runner up winners**

# Testimonials, continued,

When you think of the word professional you should just see a picture of Brandon. As I worked for Asbury Automotive Group and was working on a project that required skills of training, motivation, Inspiration and passion I always requested Brandon. Brandon's passion for his work is unlike anyone I have ever seen. He is very serious about teaching others to be successful. He takes it personally that everyone of his students learns the skills necessary to perform in the store as well as life. He does this through a comprehensive curriculum, course evaluations, one on one sessions and a tenacious follow up program to insure that what he teaches sticks! Not many teachers follow that protocol and I always appreciated that about Brandon. The managers that Brandon worked with loved his style and his communication skills. i always liked the way he worked with the managers. His weekly words of wisdom that he's sent religiously every Saturday to his student and managers just showed his commitment to the employees success. One last thing, Brandon is not just a trainer. He works with community organizations, local networking programs to sell the very products that he is teaching others to sell. That is an added benefit and a benefit that i welcomed. If you are looking for a complete, caring, professional and passionate employee then Brandon is your guy! I recommend

Brandon to any company wanting to bring their staff and company to the next level!

John C. Stamm

Performance Automotive, Columbus, Ohio

From the first day I met Brandon I felt believed in by him. Brandon has the natural ability to push and pull your ability to the max if you let him. In working with Brandon I have noticed that his ideas are not limited to the mind of the common. In fact he takes your best "out of the box" ideas and asks how we can expand those. Brandon is always looking for strategic ways to position his company and his fellow employees through creativity and relationships. There is no one better in networking than Brandon Hardison. There is no one better in relationships than Brandon as well. I am a stronger as a person and a professional because of how Brandon has impacted my life. If you need someone who will strengthen your team then there is no better choice then Brandon Hardison.

Mike Lloyd

Fleet Sales and Leasing at Asbury Automotive Group

Had it not been for Brandon I would not have succeeded as the Business Development Internet Manager with the Nalley Automotive Group. Brandon goes above and beyond to train, mentor, motivate and lead a professional automotive sales force. He has an extremely positive approach. Even when he is providing constructive feedback, he is able to get his message across in an effective and positive way. Brandon is creative and intelligent and works in a collaborate manner. Even if you think that you have nothing to learn, I guarantee that Brandon can teach you many things that will help you to improve and to reach higher and obtain better results than you would have obtained on your own. Brandon is an extremely polished public speaker whose voice keeps your attention and positive spirit resonates in your mind. I highly recommend Brandon as a recruiter, trainer and most of all a person of utmost integrity and do so without any hesitation. ”

Marc Wittes

"Excellence is ... Caring more than others think is wise"

# Contact

For more information on how you can book Brandon K, Hardison, for your next event:

Phone: 404.394.8285

E-mail: [bhardison@championstrategies.life](mailto:bhardison@championstrategies.life)