

# Dale Merrill



## THOUGHT LEADERSHIP



Co-Author of  
*Strikingly Different  
Selling*

Dale Merrill is a global managing director in FranklinCovey's Sales Performance Practice. He is a thought leader and co-author of the book *Strikingly Different Selling: 6 Vital Skills to Stand Out and Sell More*, which will be released in January 2022. Dale is a highly sought-after advisor to sales and business leaders at many of the world's most admired companies. He focuses day to day on helping clients dramatically grow revenues and profitability.

For more than thirty years, Dale has led businesses and helped a wide range of clients solve complex challenges and win more business in virtually every region of the world including North and South America, Europe, the Middle East, Asia, Africa and Australia.

Prior to joining Franklin Covey, Dale served in senior executive leadership roles at several different companies.

As president of a 1,500-employee digital services company for five years, Dale increased the number of operating locations from 112 to 184 in 31 different geographies.

As CEO of a private investment company for three years, Dale led the design and implementation of a strategic sales and marketing system, driving top-line growth and increasing net income more than 500 percent in two years.

As partner with a global Big 5 advisory firm, Dale led numerous strategic business improvement projects over his thirteen years with the firm.

Dale holds Bachelor of Science and Master of Accountancy degrees from the Marriott School of Management at Brigham Young University and is a certified public accountant. He has advanced training in Strategic Management and Planning (Harvard) and Strategic Marketing System Development (Y2M).

Dale loves to snow ski, wake surf, hike, mountain bike, and play basketball, spikeball, and pickleball. He enjoys meeting new people all around the world and is an avid reader and writer. Dale lives in the western U.S. with his family.