



Senior Consultant

# Dennis Susa

Columbus, Ohio

Dennis is an experienced, proven, and capable leader and coach of enterprise sales, consulting services, channel development, sales specialists, and industry marketing teams. Distinguished by a drive for results, a disciplined management approach, strategic thinking, and versatility, Dennis is passionate about helping his colleagues, business partners, and clients achieve unparalleled success.

Dennis has developed, deployed, and delivered sales transformation programs across a wide spectrum of enterprises, including Fiserv, Dell, Microsoft, Logica (now CGI), Acxiom, Invensys, Rogers Communications and other leading firms. Prior to joining FranklinCovey's sales performance practice, Dennis held a number of sales leadership positions for over two decades with IBM and Microsoft. His core expertise is the building, coaching, and managing of sales and consulting teams in complex selling situations.

## Highlights

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1988 IBM Marketing Representative,  
Large Accounts

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1996 Enterprise Sales & Services  
Director, Microsoft Corporation

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2013 Joined FranklinCovey as a leader  
of Sales Performance Consulting

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1985 Linebacker, Division 2 Football  
National Champions

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Married and Father of 3 boys – and  
now an empty nester

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## Education & Certifications

- B.A. Business Marketing and English Literature – Hillsdale College, Hillsdale, Michigan

## What learners say about Dennis...

*“Dennis is a master of his craft. He equips and inspires sales professionals to engage in authentic, customer-focused conversations that result in high-value, needs-based solutions in a way that few can. His decades of enterprise sales experience is well beyond that of most so-called sales trainers.”*

*“He possesses the uncanny ability to communicate complex ideas into easy-to-absorb concepts that resonate with both salespeople and sales leaders”*

*“Dennis knocked it out of the park! He has the unique skill to deliver sales training and coaching in a way that is relevant, credible, memorable, and fun. He is genuinely invested in helping people and teams succeed. His enthusiasm is infectious and comes through loud and clear in his delivery and follow up.”*