

SHAWN BENNION

TRANSFORMATIONAL CONSULTANT, COACH, TRAINER, & SPEAKER | BREAKTHROUGH CATALYST



CORE COMPETENCIES

TRAINING, PROFESSIONAL DEVELOPMENT, & PUBLIC SPEAKING

Leadership, Sales, Negotiation & Closing, Customer Service, Client Retention, Behavioral Targeting, Assessment Administration (DISC, Meyer-Briggs, etc.)

INSTRUCTIONAL DESIGN & ENHANCED LEARNING SYSTEMS

eLearning, ADDIE Model, Gagne's 9 Events of Instruction, Kirkpatrick's 4 Levels of Evaluation, and Keller's ARCS Model, Interactive Learning Strategies, and LMS Implementation & Management

CONSULTING, BUSINESS OPTIMIZATION & CHANGE LEADERSHIP

Leadership Advisory, Growth Strategy, Creative Ideation, Vision Cultivation, Process & Systems Improvement, Team Building & Evaluation, Strategic Communication, Conflict Resolution, Business Model Analysis, Focus Groups

SALES / LEAD GEN STRATEGY CREATION & SYSTEMS OPTIMIZATION

Sales Team Evaluation & Management, Process Testing & Analytics, Sales Systems (CRM), Pricing, Competitive Intelligence

BUSINESS DEVELOPMENT

Sales, Opportunity Development, Sales Presentations, New Market Development, Solution Design, Strategic Partnership Development

SUCCESS BY NUMBERS

100 VIDEOS & 50 LIVE GROUP ACTIVITIES

Built success hybrid sales training.

J.D. POWER CUSTOMER SATISFACTION

Trained Award-Winning Sales Organization.

ALL-TIME SALES RECORD, 120 DAYS

Trained DirecTV & Dish Network — shattering records in just four months.

DEALER OF THE YEAR, 4 YEARS IN A ROW

Sales e-learning helped dealer achieve honor from DirecTV four times.

Created other sales processes and trainings from the ground up, driving:

7 MONTHS, +667% GROSS REVENUE

10X REVENUE GROWTH

RECOGNITION OF MULTIPLE COMPANIES ON INC. 5000 LIST

100% CLIENT RETENTION

2.5X INCREASED PROFITABILITY IN 2.5 MONTHS

PROFILE

Accomplished breakthrough leader, trainer & facilitator, business consultant, coach, and speaker with a proven track record of transforming leaders, teams, and organizations — injecting innovation, insights, best practices, and outside-of-the-box strategies to redefine what is possible, unlock full potential, and achieve sustained success.

- Passionate about distilling complex ideas into high-impact programs that enlighten and ignite individuals to overcome critical challenges, define vision, apply strategy, elevate skills, and inspire & take action.
- Seeking top performers, high-impact organizations, and collaborators — who thirst for next level performance and the formal guidance in discovering, shaping, and unleashing their true greatness.

PROFESSIONAL EXPERIENCE

Shawn Bennion Training | Blazing Hot Sales Consultants President & Founder | 2007 – Present

Founded dynamic training & instructional consultancy focused on helping individuals, groups, and organizations both in-person and online to accelerate professional performance, fuel powerful personal growth, unlock & discover meaning, and create joy-filled lives.

- Across 12 years, honed and delivered high-impact training methodologies, instructional design principles, and adult learning pedagogy — distilling complex ideas into easy-to-understand teachings and applications that drive results for thousands of professionals and independent clientele.
- Create personalized, engaging training solutions, holistically calibrated to produce peak transfer, retention, and application of new knowledge for individuals of all learning styles and organizational levels — leading to transformative results.
- Creator of comprehensive sales training programs, providing extensive knowledge on body language, psychology, personality type, and closing the sale — reinforcing knowledge and behavior through 100+ hours of digital, video, and e-learning content.
- Proven partner and motivator in helping clients identify & connect with core strengths, reach deep to harness untapped strengths, and launch dreams into reality.

Optimum Foods

Director of Sales / Consultant | 2019 – 2023

Approached by the founder of the social entrepreneurial organization to formalize, expand, and position the organization to best fulfill its mission of solving America's child hunger crisis.

- Restructured entire sales and marketing process, including creating new methods, verticals and marketing, leading to a 1,100% increase in revenue in just 18 months.

Genealogists.com

Vice President of Sales / Consultant | 2014, 2017

Engaged by the world's largest family history research firm to overhaul its sales and marketing strategy with the introduction of a unified sales process — dramatically improving performance and shattering every individual and team sales record.

- Rebuilt the sales team from the ground up while restructuring all product packages, pricing, and opportunity / activity tracking — increasing profitability by 2.5X in less than 90 days.
- Three years later after the initial successful engagement, hand-picked by the company's VC investors to return as VP, Sales — partnering with new leadership to take sales to the next level.

MedAesthetics Group

Director of Sales & Business Development | 2013

Hand-picked by CEO to reposition the boutique medical & aesthetics-focused digital marketing agency, building / implementing a new sales strategy and system from the ground up and catalyzing an ongoing run of explosive growth that culminated in a #1375 ranking on the coveted Inc. 5000 list.

- Pivoted company to a new marketing strategy across all channels, injecting personalized messaging based on segmentation while focusing on customer service and client retention — increasing gross revenue by 667% and client acquisition by 557% in just 7 months.

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TRAINING TECHNOLOGIES

- Articulate Storyline, Blackboard, Camtasia, Captivate, Keynote, Moodle, PowerPoint, Prezi

EDUCATION

Claremont Graduate University

Ph.D. | **In Process**

Purdue University

Master of Arts | **2009**

University of Chicago

Visiting Graduate Student | **2008**

Brigham Young University

Bachelor of Arts | **2004**

WHAT PEOPLE ARE SAYING

"If I were you, I'd not only hire him, I'd clone him!"

— Jean Lipman-Blumen, Founder of the Connective Leadership Institute & former White House Advisor

"I call Shawn the 'igniter' because he takes elements of existing structures, personnel, & packages and transforms them into an effective & efficient powerhouse."

— Henry Camacho, CEO MedAesthetics Group

"There are a lot of executive coaches out there & I've worked with many of them. Shawn has made the difference for me. If you are thinking about who to coach with — I highly recommend him."

— Judy Higgins, Sr. Sales Director

"Shawn is an exceptional training professional. I worked with him on several occasions where he partnered with me on large projects & produced exceptional work. He has a high degree of dedication & expertise. I highly recommend him."

— Todd Tritsch, Manager of Sales Training, Workfront

SPEAKING ENGAGEMENTS

Marriott Management Society • National Charity League • California State University Fullerton • Drucker School of Executive Management • Purdue University • Lion's Club — Pomona Chapter • Berkshire Hathaway • Society for the Scientific Study of Religion • Claremont Graduate University • American Association of Religion • Irvine Chamber of Commerce

PROFESSIONAL EXPERIENCE | continued

- Developed training methodologies for sales team and clientele around sales process, psychology of sales, overcoming objections, closing, Salesforce CRM, client onboarding, and delivering outstanding service — ultimately lifting client retention to 100%.

California State University, Fullerton

Instructor / Lecturer | **2011 – 2012**

Invited by department leadership to join the prestigious public university — teaching 100+ students in classroom settings, through online coursework, and by organizing panels of top industry experts to contrast theory versus practical reality for numerous areas of study, giving students a powerful & practical educational experience.

- Developed strong strategies and methodologies for delivering curriculum, visual presentation, and the thoughtful integration of technology to enhance teaching and learning — mastering use of the LMS to organize & administer courses, enabling students to progress through a multi-pronged approach.
- Utilized personalization in the classroom setting, working with each student individually to assess their needs and create plans to accelerate progress — delivering elevated student scoring and receiving high scores in official performance evaluations from both faculty & learners.

Claremont Graduate University

Teaching Assistant, Peter Drucker School of Executive Management | **2011**

Hand-picked as Teaching Assistant to Co-Founder of the Connective Leadership Institute & Former Special Advisor to the White House, Jean Lipman-Blumen — receiving a masterclass in the practical application of business theory, leadership principles, and management best practices.

- Consulted, coached, and advised PhD & MBA candidates, many of whom were corporate business executives — providing personalized support and executive guidance while helping drive student success.

APX Alarm (*now Vivint*)

Corporate Trainer | **2006 – 2007**

Referred into the home security brand, architecting the company's training & learning program from the ground up utilizing the ADDIE model — delivering dramatically improved team performance and supporting the company's rise from 5th to 2nd in market share.

- Partnered with C-suite and department leadership across the organization to identify specific areas for improvement — creating eLearning & performance support tools while introducing new technologies into the learning process to bolster performance.
- Trained 1,000+ professionals company-wide — directly / indirectly contributing to a 105% increase in account growth and 118% increase in revenue while reducing attrition rates to less than 6% and receiving the J.D. Power & Assoc. Award for Outstanding Customer Satisfaction.

Missionary Training Center

Teaching Evaluator / Master Trainer / Spanish Instructor | **2001 – 2004**

Selected into the globally renowned training center of language instruction and advanced interpersonal skills development; training and mentoring hundreds of students, instructors, and global leaders — igniting a life-long passion for the training field and using creativity and engagement to drive dynamic learning.

- Educated hundreds to achieve near fluency in Spanish within 9 weeks while teaching high-impact strategies, cultural diversity, goal setting, accountability, personal engagement, and delivering powerful presentations — placing individuals on a path of personal development and success.
- Developed and implemented innovative tools and creative methods for foreign language instruction, accelerating learning capabilities, retention, and usability — driving promotion to Teaching Evaluator with responsibility for improving teaching capabilities center-wide.
- Advanced to become Master Trainer and member of elite group assigned to instruct the organization's top global leadership — transforming the recruiting processes for the 15M-member organization.
- Key player in transitioning the missionary's decades-old teaching methodology to a more adaptive method centered around personalization — freeing up missionaries to be more connected to prospects in every situation.