



For over 25 years **George Lucas** has been a resource to organizations as a speaker, trainer, consultant, and field coach. His primary areas of expertise include business-to-business negotiation skills, sales, business development, marketing strategy, and leadership skills. Lucas has conducted these initiatives across North America, Asia Pacific, Europe, Latin America, and Africa.

A partial client list covers a wide range of industries, and includes: AON, Sonoco Paper, Terminix, Rust-Oleum, Sedgwick CMS, The Frank Crystal Company and Orgill Hardware.

Lucas received his Bachelors degree, MBA and Ph.D. from the University of Missouri, and subsequently served in field sales positions with American Hospital Supply Corporation and Pitney Bowes. George has held faculty positions at both Texas A&M and The University of Memphis. He was recognized as one of the top professors in the Executive and International MBA programs.

George is author and co-author of several successful books including *The One Minute Negotiator* with Don Hutson, now a National Best Seller in the *New York Times*, *The Wall Street Journal* and *USA Today*.

To book George Lucas call Executive Speakers Bureau at 901-754-9404.

## Testimonials

“George Lucas has been a resource to Orgill Hardware for the past decade. His knowledge and experience have advanced the negotiation skills of our teams on both the merchandising and sales sides of our business. We have also used Dr. Lucas with great results with our vendors and our customers at our dealers markets. George receives high marks not only for his presentations, but for his due diligence of our company and our specific skill-development needs”

- Senior Executive of Orgill Hardware .

“I thoroughly enjoyed your presentation last week in Dallas. Your energy and enthusiasm is second to none. Your presentation was motivating as well as educational. I loved the way you were able to tie in the real life ‘Rust-Oleum’ experiences into your presentation. Thank you for a memorable presentation!”

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- Tom Bowler, Director of Sales Training of Rust-Oleum .

## George Lucas

### Speech Topics

- Sales
- Negotiating
- MS Mgnt
- Motivation
- Midsouth
- Marketing

