



**BUSINESS DEVELOPMENT, MARKETING, TRAINING & SALES CONSULTANT**

*20+ year record of building /training overachieving sales teams, skyrocketing revenues—igniting sustainable record business growth & profitability for technology, information services, training, start-ups, IT, HR, telecommunications and niche market business services organizations*



*“John Fallone is a positive, high-level sales and marketing strategist...who has demonstrated the ability to grow our company at an executive level. His knowledge of marketing and market psychology has allowed us to build on success in existing markets, while his ability to identify and exploit new markets has allowed us to successfully expand our business model. As a big-picture thinker, his contributions have been invaluable” – Mike DeFiore, President, IT Group International*

**JOHN A. FALLONE** *Are you concerned that your firm may be reaching a plateau? Are there questions regarding the ability to sustain former rates of growth? For more than 20 years I've assisted successful entrepreneurs, CEOs & business leaders implement proven, powerful high growth strategies, with little or no cost.*

**Call 203-274-6098 – Email [jarfallone@gmail.com](mailto:jarfallone@gmail.com) <http://www.Traininguru.com>**

*“John Fallone has provided me with valuable assistance in helping us promote our Nutrition, Weight Control & Lifestyle Transformation business. He is an amazing, creative and persistent problem solver. He has a great sense of humor, is easy to work with — and he gets the job done. John's marketing & business development recommendations have been instrumental in moving us forward, despite the challenges of the economy. He is innovative, dependable and I recommend him to anyone who needs to profitably grow their business.” - Doris Levy, Managing Principal, Weight Control, Nutrition & Lifestyle Change Clinic*

*“I had the opportunity to work with John Fallone at both Holmes and National Guardian; at Holmes he was brought in to launch and grow a new National Accounts division...he recruited, mentored and directed a multi-faceted team of sales, operations and administrative professionals throughout North America. His creative, hands-on leadership in fostering the rapid acquisition of multiple new, top-tier global clients was instrumental in boosting business valuation and positioning the company for profitable acquisition by Tyco International for \$107.1 million. At National Guardian, John built a successful region within the National Account Division as VP and Regional Sales Manager. His innovative ideas, team building, negotiation skills, client-focus and "can-do" attitude facilitated a bold re-engineering strategy which ignited increases in sales, market share and profits. John has great drive, a sense of humor and a passion for success. It was a pleasure working with him.” – Jamie Haenggi, Chief Marketing Officer, Vonage*

*“John and I serve on the board of a nonprofit institution and have worked together in that capacity for several years. The top three things that always amaze me about John are his eternal optimism, his natural ability to get along with everybody, and his endless stream of creative solutions to challenges. Besides this, John has a vast reservoir of experience across the board in sales, marketing, and management that he can draw from readily and that he freely shares with others. Finally, John is a selfless person of integrity with a great sense of humor.” – Greg King, Head of iPath & Advisor Solutions at Barclays Capital*