

JOHN M. DEAGAN

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SALES AND MARKETING EXPERT

Over 18 years of rapidly growing several businesses from start-up to tremendous success via dynamic marketing and effective selling.

- *Trained hundreds of businesses to improved sales and marketing success by creating custom sales and marketing systems.*
- *Equipped with a blend of strategic and tactical skills ranging from networking and relationship development to both traditional and guerrilla marketing implementation, program development, training, performance measurement and sophisticated problem solving.*
- *Expert-level communicator able to build meaningful rapport with clients, management, and co-workers.*
- *Demonstrated expertise in adult learning concepts. Widely respected for translating sophisticated concepts into meaningful and actionable information, thereby ensuring comprehension and retention.*
- *Sales Management Expertise: A former licensed sales trainer and current Certified Professional Business Coach, is able to leverage both hands-on experience along with a comprehensive understanding of sales cycles, from initial prospecting through presentations, overcoming objections, negotiating, closing and delivering ongoing account management.*

Sales | Leadership Development | Training & Coaching | Tool Development | Performance Management | Marketing | Innovation | Sales Management | Relationship Development & Networking | Standards & Best Practices | Presentation & Public Speaking | Behavioral Analysis | Human Resources | Human Capital Management | Marketing | Strategic Planning | Accounting & Finance | CRM

PROFESSIONAL HISTORY

Deagan Properties, Canton, OH - OWNER 2016 – 2018

Managed all aspects of a small business identifying, acquiring and re-selling properties. Researched markets and visited properties. Following purchases, performed labor, managed crew of laborers, tradesmen and contractors to execute improvements. Marketed the properties, met with potential buyers, negotiated and closed sales.

HD Davis CPAs, Massillon, OH - PARTNER 2013 – 2016

Recruited by a former associate to oversee the operations of a recently acquired firm in Canton with responsibility for ensuring high-quality service for existing clients while driving growth. Led, trained and supervised a team of six accountants supporting as many as 1,000 clients. Oversaw day-to-day operations with a focus on maximizing profitability while overseeing the maintenance of quality and professional standards. Performed accounting services including tax compliance for LLCs, C Corporations, S Corporations and individuals, as well as attest services, payroll management and general bookkeeping.

- ⇒ Achieved nearly 100% retention of clients through the transition in ownership.
- ⇒ Successfully integrated three different corporate cultures into one productive and collaborative business.
- ⇒ Performed detailed analysis and due diligence, identifying multiple potential acquisition targets.

Professional Business Coaches Alliance (PBCA) LLC, Canton, OH - FOUNDER/CEO 2002 – 2013

Established and managed all aspects of one of the largest and most respected business coach training organizations in the world. Marketed and sold 100% of the revenue received. Developed, managed, and trained business coaches on marketing and selling their services, which entailed creating individualized marketing plans, weekly group coaching classes and one-on-one training. Designed and created hundreds of step-by-step tools and assessments for members to use in their coaching practices, spanning functional areas such as sales, marketing, customer service, administration, finance, human resources and more. Personally led all member trainings, retreats and annual live meetings.

- ⇒ Grew the business to profitability with 100 offices in four countries.
- ⇒ Spoke and delivered trainings regularly for area Chambers of Commerce and other civic and professional organizations.
- ⇒ Successfully sold the business to a Board Member in 2013.

Business Growth Advisors LLC, Canton, OH - PRESIDENT & FOUNDER 2000 – 2013

Created, managed and delivered all facets of a local business coaching company. Marketed and sold 100% of the revenue received. Mentored and trained small business owners and executives to improve the performance of every facet of their businesses. Networked, built relationships, marketed services and delivered services. Collaborated with clients to define objectives and develop practical, measurable plans and roadmaps.

- ⇒ Pioneered a proprietary marketing and sales system for a wide variety of clients.
- ⇒ Grew the business organically through word of mouth, referrals and repeat engagements.

Akron Auto Auction Inc, Canton, OH - OPERATIONS MANAGER 1995 – 1999

Initially performed all key accounting functions including general ledger management, reporting, tax management, accounts payable and accounts receivable (AR/AP), revenue cycle management, internal audits and reviews. Following promotion to management, supervised, coached and led a team of over 150 employees in all facets of the business.

EDUCATION & TRAINING

Bachelor of Science in Business Administration (Accounting) - Youngstown State University, Youngstown, OH

Additional Training & Certifications:

Former Licensed Sales Trainer (ClientBuilder System)
Sandler Sales System
Certified Professional Business Coach (CPBC)
Certified Guerrilla Marketing Coach (CGMC)
Expert in DISC Behavioral Analysis
Certified Public Accountant, Ohio (CPA)

Professional Affiliations & Memberships:

Jackson Twp Rotary President
Active member of multiple Chambers of Commerce
Stark County Toastmasters President
President of the Jackson High School Football Booster Club
Member of the Jackson Township Citizen Advisory Committee

Technology Skills:

All Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Suite, Various CRM