



## Brian Parsley

Brian Parsley is a Certified Professional Behavior Analyst who speaks to companies on sales, customer loyalty, and employee retention. Pulling from his experience as Chairman of a national online recruitment site; his extensive background in the temporary staffing business; and as COO of [BuyGitomer, Inc.](#), and President of Jeffrey Gitomer's sister company, [TrainOne, Inc.](#) Brian knows what it takes to create environments that increase revenue while keeping employees and customers loyal.

Brian's seminars provide real-world insights into the connection between employee behavior and bottom-line results. He travels the country educating managers and employees on the importance of sales, customer loyalty, and employee retention - and how it affects their organizations. Brian's clients included BMW, Ferguson Enterprises, Inc., Centex Homes, Fidelity & Trust Bank, Met Life, Principal Financial, Snelling Personnel, Glaxo Smith Kline, John Deere, Blockbuster, Decision One Mortgage, Video Products Distributors, Trader Publishing, and many more.

Brian's passion for serving is evident in all aspects of his life. He spent over six years volunteering as an Emergency Medical Technician (EMT) in Charlotte, North Carolina. Brian was also recently named one of Charlotte, North Carolina's Top 40 Executives under 40 years old.

Brian's new book, [Inspired: How to Hire, Inspire, and Retain Loyal Employees](#), was released in early 2006.