

# Jason Forrest

*President, Shore Forrest Sales Strategies*

Jason grew up under the influence of his father (a business owner and professional salesperson), his mother, (a persuasive speaking professor), and Zig Ziglar (his Sunday school teacher and world famous salesperson and motivational speaker). He was an all state football player in high school, and graduated with a degree in psychology and an MBA in marketing. He went on to sell financial services and real estate before leading the sales development department at MDC Holdings/Richmond American Homes as the national director. These influences and experiences shaped Jason into who he is today—a salesperson first, a trainer on a mission, a national speaker, and a coach who pushes sales organizations to become the best version of themselves.

## **Selling—the Forrest Dynasty:**

Jason Forrest is a salesperson first and foremost and understands sales by selling rather than observing. With a professional salesperson/ businessman for a father and a persuasive speaking professor for a mother, selling is in his blood. Jason comes from a line of salespeople and sold his first diamond at eight years old in his father’s jewelry store. At family reunions, they tell sales stories. It’s the Forrest dynasty. Unlike some sales trainers who are performers or orators first and salespeople second (if at all), Jason is a salesperson to the core.

Jason is the author of [Creating Urgency in a Non-Urgent Housing Market](#) and [40 Day Sales Dare for New Home Sales](#). Together with [Jeff Shore](#), he is the co-creator of [Leadership Selling®](#) and [Leadership Selling® for Coaches](#), a 33-week blended-learning training curriculum for new home sales.

## **Jason’s mission:**

To redefine the purpose of today’s salespeople.

## **Jason’s beliefs:**

- Buyers don’t react negatively to selling or sales people in general. Buyers react negatively to dishonesty, unhelpfulness, and/or boring behaviors that sometime sales people project.
- There are two types of sales people: those who participate in the sales process and those who influence it.
- The more a person focuses on their behaviors then the less they focus on their circumstances.

## **As you’re looking for a sales trainer, ask yourself a few questions:**

- Do I want a successful salesperson or a sales theorist?
- Do I want a speaker/trainer that gives me advice or one that tells me what I want to hear?
- Do I want a coach that puts “skin in the game” or one that gets paid regardless of results?

Jason lives in Fort Worth, Texas, with his wife, Shelly, and their two kids, Saunders and Mary Jane. They are also the proud owners of a playful Goldendoodle named Happy.

## **Connect with Jason online!**

[JasonForrestSpeaker.com](http://JasonForrestSpeaker.com)

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