Ginny Simons

Ginny Simons has an extensive professional background as an award winning educator, sales trainer, and management development specialist. She currently serves as President and co-owner of The Performance Resource Group. The firm assists large companies, professional service firms and small to mid-sized businesses in developing and implementing a comprehensive selling process designed to help increase their bottom line performance.

Ginny was a co-author of the firm’s Sales Architecture process. As Sales Architects PRG works with leaders that want to develop High Performance Sales Organizations. She also is co-author of *Discovery Selling: The Roadmap to Sales Success* and *Squirm to Learn: If You’re Not Squirming, You’re Not Learning*. Ginny also helped to develop the firm’s innovative Manager’s Forum which allows management from different client companies to interact and develop their leadership and problem solving skills.

As an educator, Ginny appeared on several national radio and television programs including CNN. She was also a guest speaker at numerous business conferences and quoted in both McCall’s and Working Mother magazines.

Ginny received the distinction of being named the first person in Oklahoma to receive a CS designation (Certification in Sales) by the Dutch Council for Accreditation. This is equivalent to ISO certification in sales. In addition, Ginny was recognized by the Oklahoma Supreme Court for Outstanding Leadership. Ginny is the co-author of the book, *Squirm to Learn*.

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