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Craig Wortmann. Sales Engine. Craig Wortmann is the CEO and Founder of Sales Engine, Craig published his book What's Your Story?:

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Craig Wortmann @ craigwortmann. Sales Pro, Keynote Speaker, CEO @SalesEngine, Professor at Chicago Booth Business School, Author of What's Your Story?, Dad, Storyteller

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Mar 17, 2015 Craig Wortmann is founder and CEO of Sales Engine, a sales consultancy. He has been a sales person and entrepreneur for more than 20 years and has led

Sales engine | helping companies tune their sales

Meet Craig Wortmann. Three-time CEO, author of *What's Your Story*, award-winning professor at the University of Chicago, and creator of the Sales Engine SM Toolkit.

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What's Your Story, Kaplan Publishing, Chicago, IL, 2006. "Can Stories Change A Culture?," *Emerald Journal of Industrial and Commercial Training* (2008).

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Craig Wortmann is a Craig's background includes He authored a book about using stories as performance tools which is titled *What s Your Story?*,

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