



Jeff Brinson (left) runs the Mobile branch of Southwestern Consulting. He's pictured here with Todd St. Mary, who works as a sales and leadership coach.

Southwestern Consulting

Coaching Businesses to Increased Sales

A former collegiate baseball player, **Jeff Brinson** has always understood the value of good coaching. When he entered the business world, Brinson found it was no different.

In a 25-year business career, Brinson became the top producer for two different Fortune 500 companies, with experience in direct sales, sales management, recruiting, training and personal development.

In 2014, he used that expertise to become a professional sales and leadership coach, affiliated with Nashville-based Southwestern Consulting. Aided by his virtual assistant, **Karen Weeks**, Brinson has built his Mobile operation into a \$1 million business in its first four years.

Brinson's Mobile branch of Southwestern Consulting is the Mobile Area Chamber's Small Business of the Month.

Among Brinson's clients are auto dealers, banks, financial planners, mortgage brokers, insurance agents, realtors, law firms, accountants and other businesses. Southwestern's sales and leadership insights reach more than 4 million people every month through outlets such as the *Wall Street Journal*, the *New York Times*, *Forbes*, *Fortune*, *CNBC* and others.

Utilizing his background in and love for sports, Brinson specializes in teaching ethical sales techniques and strategies that individuals and teams can use to immediately increase their sales.

"My niche is based upon my unique and tight focus, being faith-based business owners who love sports," Brinson said. "I believe everyone either needs, wants or flat-out deserves to have an awesome coach in their work – and life – to elevate beyond where we could ever go by ourselves."

Brinson is active in the Chamber, serving as a content contributor for Executive Roundtable and a Chamber Chase sales trainer. He's also active in the community through church activities and public speaking for local civic organizations and networking groups.

A married father of two, he hasn't lost his love for sports, serving as a youth baseball

coach and remaining an avid golfer and triathlete.

"Big things oftentimes come in small packages," Brinson said. "We have successfully built a thriving, nationally acclaimed business while establishing solid roots, here in the Mobile community."

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