



Scott **MICHELSEN** has 25 years of experience in retail sales, sales management and store operations at various positions from regional management to National management. After attending Eastern Illinois University, he joined Bedding Experts Inc. where he spent the next 13 years honing his retail management and sales skills. Throughout his career, Scott has generated more than \$250 Million in revenue. He has worked with various product lines and his focus, in recent years, has been primarily in the home furnishings area where Scott was a CEO of a 90+ store chain of specialty stores, covering 6 states, in the U.S.A.

Scott is an interesting and exciting instructor who knows how to make sales happen and how to impart that knowledge to others. He has received many performance awards for elevating his teams above the rest and he shares his methods and insights in an engaging manner. Since joining

DMSRetail as a Senior Consultant, Scott has shared his knowledge and experience in selling skills with groups of various sizes in cities all over the world. The enthusiasm in the audience is proof of his exceptional ability to transfer knowledge to workshop participants in a skillful and exciting fashion.