OUTLAW
FIGHT FOR YOUR CUSTOMERS & SELL WITHOUT FEAR

TRENT LEYSHAN
An Outlaw is a person who refuses to be governed by the established rules, practices or traditions.
An Outlaw changes the way the game is played, forever.
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This book is dedicated to my little Outlaws,
Tristan, Skye and Trinity
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About the author

Trent Leyshan is the founder and CEO of international sales training and development company BOOM! As the lead consultant and facilitator, he partners with some of the world’s most dynamic sales and service-driven companies. Clients include the National Australia Bank, Symbion Health, American Banknote, CSR and Crown Casino, to name a few.

Trent combines his unique experiences in business, rigorous research and new insights with fresh, interactive delivery methods that inspire action and lasting change in behaviour. He works with hundreds of salespeople across a broad range of industries every year. He designs and delivers sales seminars and in-house training programs across Australia, New Zealand and Asia.

Early in his career, Trent was the head spruiker and national sales manager at Big Kev’s. Under the guidance of mentor Kevin McQuay (Big Kev), Australia’s most flamboyant TV sales personality, he learned and developed his sales and presentation skills.

He has since led sales teams in award-winning advertising and online marketing agencies. He has transformed two companies from lounge-room operations into industry leaders. He is the