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Wednesday, Apr 23, 2008

Career Ladder

Posted on Mon, Apr. 21, 2008 10:15 PM

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Eric Dunn, Coffman Group



Eric Dunn
•**Title:** Senior partner and principal.
•**Organization:** Coffman Group, 6300 Glenwood St., Overland Park; 913-236-9055.

•**Details:** Dunn provides advanced education training, coaching and career management. Participants attend three or four training sessions each month over about 18 months to strengthen their sales skills and achieve their full potential.

•**Thoughts:** "Demand for our no-nonsense training programs has been increasing, and lulls in the economy traditionally compel people to seek new and improved skills. Our new space is a tangible sign of our commitment to enhancing the success of our clients through superior skills in sales, sales management and marketing."

•**Focus:** Dunn says he determines each client's goals and assesses each salesperson to determine strengths and weaknesses. He provides individually tailored training to meet the needs of each client and sometimes helps companies find new employees.

•**Priorities:** The Coffman Group has grown significantly each year, which Dunn says reflects well on another of his goals: brand recognition. He wants companies in the Kansas City area to think of Coffman Group first when they have a sales issue.

•**Background:** He joined the Coffman Group in July 2003 as an associate and became partner in May 2005.

| Margaret Schmitz Rizzo, special to The Star

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