

FACULTY RESEARCH AND EXPERTISE

FACULTY MEMBER

Mearl Sutton

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BIO: Mearl Sutton is an Instructor of Marketing and Sales. He brings more than 25 years of industry experience to the BGSU College of Business. His professional background includes roles in Sales, Sales Management, National Account Management, Business Development, and Supplier Management.

Mearl's successful sales and leadership experience range from working with start-ups, to multi-billion dollar companies. During that time, he developed a passion for helping people achieve their goals.

When not in the classroom, he helps sales professionals hone their strategic selling skills. He's learned that coaching has become a critical component of a sales training program.

His sales philosophy has been influenced by Miller-Heiman, Neal Rackham, Carew International, and The Challenger Sale, among others.

He's been described as the dog whisperer for sales professionals.

AREAS OF EXPERTISE

- Strategic sales coaching
- Sales process development
- Sales training
- Business strategy

RESEARCH INTERESTS

CONSULTING PROJECTS

- Sales Coaching
- Sales Training
- Sales Process Development