

# DEBORAH S. KRUEGER

---

Author, Gratitude Facilitator

(805) 544-4230 • [deborah@deborahkrueger.com](mailto:deborah@deborahkrueger.com)

## Professional Highlights

- Ten years developing and promoting a self-improvement platform based on “the power of gratitude”
- Author of two engaging self-improvement books now available on Amazon (see [deborahkrueger.com](http://deborahkrueger.com) for details)
- Ten years experience as a motivational speaker to public and private organizations
- 25 years experience as a community volunteer and organizer of community events
- 30+ years experience in retail sales and business development

## Work History

### *FACILITATOR, TUTOR*

- Provide affordable self-help tools and programs to help improve people’s quality of life
- Delivered tutoring to clients to empower them to create a more positive future, resulting in sustained emotional vitality and discovering the ‘power of gratitude’ through game playing
- Assisted “low-readers” by reading aloud, focusing on comprehension, retention, vocabulary, and punctuation, to improve the reader’s ability to their current reading grade level
- Helped develop effective techniques for organizing thoughts and writing comprehensive essays
- Improve student’s study habits by analyzing their schedules, class load, and extra-curricular activities to determine a more stream-lined approach, building confidence and reducing stress
- Encourage and acknowledged student’s improvements, creating incentive and motivation
- Taught additional ‘life skills’ such as “positive thinking” and “respectful behavior,” helping build confidence while creating an environment conducive to optimal learning

### *CERTIFIED TRAINER, MOTIVATIONAL SPEAKER*

- Developed and implemented a “stress management” program for employees, increasing productivity, quality of work; lessening burnout and sick leave
- Launched new training program for manufacturer’s 250 employees, improving quality control by 75% and reducing employee turnover by 90%
- Provided effective sales training to manufacturer’s dealers, increasing retail sales by 80%
- Created sales techniques and product knowledge videos, producing immediate in-house resources for dealer’s sales personnel
- Presented keynote speech for annual events: US Army, US Air Force, Alzheimer’s, and Hearst Cancer Resource Center, intended to equip the troops and caregivers with positive coping skills

### *COMMUNITY LAISON, ACCOUNT REPRESENTATIVE*

- Established rapport with hospitals, doctor’s offices, financial institutions, and senior care facilities to promote caregiver services for a local franchise
- Provided seminars and presentations to the local community, educating the population about resources available for health issues that seniors experience
- Cultivated exceptional relationships, resulting in a 90% close ratio and a 95% retention rate
- Effectively serviced over 200 accounts, consistently sustaining a 90+% customer base
- Promptly addressed customer concerns/complaints, creating high customer satisfaction
- Responded efficiently to customer inquiries, resulting in increased sales and customer loyalties

- Acted as liaison between internal departments and customers, ensuring order accuracy, timely deliveries and installations

#### *EVENT PLANNER, PROMOTER and COORDINATOR*

- Hosted successful San Luis Obispo Holistic Health Faire by recruiting 35 practitioners and food vendors and soliciting and contracting event sponsors, exceeding attendance goals by 50%. In addition to being featured speaker, scheduled 20 additional guest speakers for the Faire. The testimonials received from the presenters and participants were evidence of the Faire's success.
- Coordinated and conducted Western Washington's annual dealer events showcasing new items, resulting in a 100% increase of new product sales and commitment to additional display space
- Collaborated with SLO Chamber Sustainability Committee to acquire "green" office furniture projects: SLO County building, Botanical Gardens, Mind-Body On-Line, Copeland Sports
- Initiated and implemented a company-wide recycling program, significantly reducing utility expenses and the amount of generated garbage by 10%

#### *PROJECT MANAGER*

- Developed an organized sales strategy, creating an efficient system to track leads, forecast sales, set timelines, and activate follow-up reminders
- Managed office furniture installations, resulting in consistent customer satisfaction, retention, and new referrals
- Initiated a company-wide recycling program, significantly reducing utility expenses and the amount of generated garbage by 10%

#### *SALES and NEW BUSINESS DEVELOPMENT*

- Established new territory on the North Central Coast for office furniture dealer based in Santa Barbara, increasing revenue by \$2.5 million and averaging five new customers per month
- Awarded sole contracts as office furniture provider with Rabobank (Tri-Counties) and Pacific Gas & Electric, representing 70% of annual sales revenue
- Built commercial division for local retail office products dealer expanding in two counties, increasing monthly sales 91%, resulting in a 200% rate of new customers
- Procured and developed over 35 retail dealers in W. WA, offsetting the sales declines in new construction, which allowed the manufacturer to remain profitable
- Generated high volume of leads through extensive windshield surveys, cold calling, networking, and media research, securing initial appointments with 95% of leads
- Assessed customers' needs for office furniture, resulting in a close ratio of 85% by providing work-flow options, product choices, and price-competitive bids

#### *DEALER and REGIONAL SALES MANAGER*

- Supervised four customer service personal and served as liaison with manufacturing during emergencies, providing exceptional service to customers, resulting in long-term loyalties
- Trained and monitored a team of salespeople, ensuring optimal performance and dedicated customer satisfaction
- Supervised the scheduling of a mobile display trailer used for the Dealer's seasonal sales, to ensure optimal success in sales and repeat business from their retail buyers
- Created sales techniques and product knowledge videos, producing immediate in-house resources for dealer's sales personnel

- Assessed customers' needs for office furniture, resulting in a close ratio of 85% by providing work-flow options, product choices, and price-competitive bids

#### **PROPERTY MANAGER**

- On-site manager, supervising 54 units. Collected rents, screened new renters, hired maintenance staff and coordinated move-ins, resulting in an 80% tenant retention rate
- Supervised 105 units off-site, reducing vacancies while increasing monthly rents

#### **Positions Held**

- Sole Proprietor, Author, San Luis Obispo, CA .....2009 – Present
- Motivational Speaker ..... 2009 – 2016
- Tutor: K-12 Private Sessions .....2017 – Present
- Holistic Health Faire, San Luis Obispo, CA, Host, Speaker, Organizer .....2013
- Western Cabinet, Seattle, WA, Training Dept. Manager, Dealer Dept. Manager .....9-1/2 years
- Home Instead Senior Care, Grover Beach, CA, Community Liaison and Representative..... 1 year
- Smart Office Interiors, Santa Barbara, CA, Independent Sales Contractor ..... 4 years
- Mission Office Products, San Luis Obispo, CA, Reg. Sales Manager, Acct. Executive .....9-1/2 years
- Patricia and Cascade Apartments, Lynwood, WA, Property Manager ..... 5 years

#### **Education**

- 34th Annual Central Coast Writer's Conference ..... San Luis Obispo, CA
- Literacy Council, Certificate for Volunteer Tutor Training..... San Luis Obispo, CA
- Hay House Writer's Workshop Cruise 2009 .....Alaska
- University of Washington, Certificate for Training Specialist.....Seattle, WA
- Bellevue Community College, AA in Fashion Merchandising ..... Bellevue, WA

#### **Community Involvement**

- Keynote Speaker: Air Wingman Day, US Air Force ..... Channel Islands, CA
- Keynote Speaker: Behavioral Training Workshop, US Army .....Camp Roberts, CA
- Motivational Speaker: Annual Caregiver Celebration,  
French Hospital Cancer Research Center ..... San Luis Obispo, CA
- Motivational Speaker: Annual Caregiver Retreat, Alzheimer's Association..... Atascadero, CA
- Volunteer: 40 Prado Homeless Center ..... San Luis Obispo, CA
- Volunteer: RV's for Veterans, Hope's Village ..... San Luis Obispo, CA
- Volunteer: Habitat for Humanity ..... San Luis Obispo, CA
- Volunteer: "Low Readers," Sinsheimer and Hawthorne Elementary..... San Luis Obispo, CA
- Volunteer: United Way ..... San Luis Obispo, CA
- Volunteer: The Land Conservancy ..... San Luis Obispo, CA
- Volunteer: Wilshire Hospice of the Central Coast ..... San Luis Obispo, CA
- Volunteer Coordinator: Circle of Spiritual Enlightenment ..... San Luis Obispo, CA
- Volunteer for Fundraisers: Unity Church..... San Luis Obispo, CA
- Proj. Leader, Self-Publishing Coordinator, Sierra Club SLO County Trail Guide .... San Luis Obispo, CA
- Member: SLO NightWriters Association ..... San Luis Obispo, CA