

Back-to-School for Sales Teams: Why 'Gut-Driven' Selling Isn't Working

Tom Jacobs Offers Structured Sales Leadership for Heart-Led Health Businesses

LOS ANGELES, CA, UNITED STATES, August 20, 2025 /EINPresswire.com/ -- As kids return to school this August, sales strategist [Tom Jacobs](#) says it's time for sales teams to hit the books, too. His message: intuitive selling isn't enough—you need structure, tracking, and follow-through.

"Practitioners rely too much on 'feeling it out'—but that's not scalable," says Jacobs, who helps wellness businesses transition from reactive to repeatable systems.

Through his fractional sales management services, Jacobs supports teams in developing scripts, workflows, automation, and follow-up systems—all designed to work with the natural empathy practitioners already have.

"Your heart matters. But so does your system," he says.

To learn more about how structured sales systems improve patient conversion and satisfaction, visit [BusinessLeadMaximizer.com](#).

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About Tom Jacobs: Tom is a Los Angeles-based sales leader and keynote speaker who helps private-pay practitioners and service-based entrepreneurs sell more

without selling out.



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