

## He Translated Wartime Medicine Into Civilian Care. Now He's Doing the Same for Sales

Matthew Galpin spent a decade leading clinical research at a Texas trauma center, translating battlefield medicine into civilian care. Today, the Profits Prophet founder applies that same research-driven approach to transforming sales training.



**Houston, Texas Jun 30, 2026 ([Issuewire.com](http://Issuewire.com))** - The sales coaching industry runs on opinion. Slogans, scripts, and the personal anecdotes of people who closed a few big deals once and decided to teach. What it almost never runs on is research.

There are sales coaches with MBAs. There are sales coaches with bestselling books. There appears to be exactly one with a decade of orthopedic trauma research behind him. His name is Matt Galpin, and the school he runs out of Houston, Profits Prophet, opened in 2025.

"My background as a researcher plays a key part in my sales training," Galpin said in a recent interview. "Whenever you hear me talk about something that was discovered by somebody else, you'll hear me cite it."

### **From a freezer truck to the University of Texas trauma center**

The story begins with a classified ad. One to three hundred dollars a day, in cash, it promised. At fifteen, on his own and too young to hold a legal job, Galpin showed up. The job turned out to be selling frozen steaks out of a freezer on the back of a truck, door to door. His first two weeks netted forty dollars. The man checking out at the table in front of him that night, a "legitimate drug addict" in Galpin's telling, walked off with twelve hundred.

"If a drug addict can do this, so can I," he recalls thinking. He stayed. The product line that followed read like a road trip through America selling itself: Kirby vacuums, cars, homes, businesses, consulting, merchant services, software, and enterprise deals.

A medical discharge ended his military career before he could deploy. The mission that followed, in Galpin's words, was "taking the advances from the wars in Iraq and Afghanistan, translating that to civilian care." Ten years of that work, ending in 2018, were spent at the University of Texas in orthopedics, sports medicine, and high-impact trauma. The research discipline that came out of those years is what now anchors Profits Prophet's curriculum.

### **A different theory of pressure**

The teaching that has emerged from that path looks less like motivational coaching and more like applied behavioral economics. Buyers, in Galpin's framing, are not pushed; they are walked through the cost of their own inaction. "You are applying pressure, but it's not coming from you," he said. "It's coming from their own decisions."

The advice on whom to sell to is similarly contrarian. "If somebody doesn't see your value, try moving somewhere else. If you want to sell beers for fifty dollars apiece, you have to leave the convenience store behind."

The full conversation, hosted by Doug Crowe on The Visionaries Show, is available at <https://thevisionariesshow.com/podcast/mastering-buyer-archetypes-for-better-sales/>.

### **About Matthew Galpin and Profits Prophet**

Matt Galpin is the founder of Profits Prophet, a sales training school based in Houston, Texas. His career spans the United States Navy, ten years as head of clinical research in orthopedics, sports medicine, and high-impact trauma at the University of Texas, enterprise software leadership as Vice President of Client Engagement at REDCap Cloud, and direct sales work that began at age fifteen, selling frozen steaks door to door. Profits Prophet teaches what Galpin calls persuasive skills "so refined you could sell firewood to the Devil himself."

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