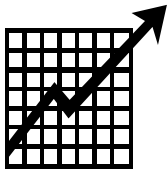


Sales Coaching Program

Need Assistance Managing Your Sales Team?



Retain a Part-Time Sales Coach to Augment Your Existing, or Supplement Unavailable, Sales Management

Typically, companies find that most unrealized expectations in their sales performance have little to do with lack of ability, talent or activity. The problem is how these factors work in harmony with each other and if they are consistent with the overall business philosophy of acquiring and retaining customers.

The solution to these problems is to make sure everyone is working the same way and to capture and leverage the best practices of your most successful sales people. It can also require developing those skills in-house. Once you develop your sales processes and identify your best practices, you have a model from which your entire team can use and benefit. The results can be enormous since everyone will reach their full potential by using replicated prac-

tices and processes that are proven and effective. The end results to your customers are that you will achieve an effective and long-lasting relationship with them, which is where your long-term revenue and success comes from. We will:

- Re-enforce formal sales training received by sales reps
- Train your sales reps on best sales practices & methodologies
- Ensure sales reps have the appropriate skills set
- Analyze your lead flow system
- Help develop new Sales Processes (or enhance your existing ones)
- Coach and mentor your sales reps

Your integrity and professionalism has endeared you to Cromwell & Associates, Inc. We consider you a worthy mentor who always deserves our attention. Your advice is always seriously considered, and most times acted upon. Again, thank you for your invaluable support. I will always look to you as a resource of true value. Our doors are open to you and if we can ever provide you with assistance please let me know. **Kimberly Cromwell, President, Cromwell & Associates**

Qualifications

Russ Lombardo, President/Owner of PEAK Sales Consulting, LLC, is a nationally recognized speaker, writer, consultant, trainer and sales specialist, as well as author of CyberSelling, CRM For The Common Man and Smart Marketing. Having worked in the high-tech arena for over 3 decades and managed sales and marketing teams for the majority of that time, he has intimate knowledge and experience with how to develop, manage and motivate sales teams. With first-hand knowledge and experience as a sales executive, he can replicate the successes and avoid the pitfalls that many companies encounter without the added resources of additional management staff. He will work with your sales (and marketing) professionals to help make them perform more effectively. Russ will analyze your organizational structure, evaluate the skills set of your teams, determine areas for improvement, develop best practices, and recommend (and even deliver as an additional service) training programs and technology for increased productivity and effectiveness.

“Having known Russ Lombardo for over 8 years I can only praise his experience and skill in the areas of CRM, selling, sales processes, marketing, lead flow management, and managing projects. My company has observed his insights into all of these areas through our many joint opportunities. We have found him to be of the highest integrity and a true professional.” **Barry Berlin, President, Client Interaction, Inc.**

How it Works!

For a nominal monthly fee, we will work with your Sales team to coach and mentor them on a part-time basis. This includes 1 on-site, full-day visit each month plus phone access during the month to assist with issues, answer questions, and provide additional coaching as needed.

- Convenient Monthly fee based on number of sales reps
- Only a 3-Month minimum commitment
- Pay monthly afterward
- Includes 1 monthly on-site visit for a full day
- Hot-Line access to call any time (business hours only please) for help and advice
- “Hot-Line only” services also available—Call for quote
- 1 Free Month for a 12-Month up-front commitment

Give your Sales team access to a senior-level sales executive without having to hire additional resources!

PEAK Sales Consulting, LLC

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