

GoldMine Coaching Program

Need Assistance Using Your GoldMine System?



Retain a GoldMine Coach to Provide On-The-Job GoldMine Training and Assistance

Frequently, companies find that once they purchase GoldMine and start using it, they quickly become overwhelmed with its extensive functionality. Since users are too busy to learn all the features of GoldMine, over time they end up using only 10-20% of the product's overall capabilities. This, in essence, results in minimizing your return on investment.

With the power in hand to automate your sales and marketing operations, the best way to exploit GoldMine is to provide adequate, repeatable training from experts. This training is best performed on-the-job while the end-users are sitting in front of their GoldMine system actually using it. This is often supplemented with group or classroom instruction to share concepts and techniques with the entire team.

In addition to end-user training for more effective utilization, GoldMine can be modified to help run marketing campaigns and sales processes. Our Coaching program will help identify areas where GoldMine can optimize these operations and guide the users in how to use it to its best advantage. Naturally, services are also available to provide process development and customizations of GoldMine.

GoldMine Coaching will:

- Train your end-users on the best practices for using GoldMine
- Answer questions and address problems with using GoldMine
- Ensure the proper features are being used, reports generated, etc.
- Analyze your current processes and recommend improvements

"I had the pleasure of working with Russ when he was Director of North American Sales for the GoldMine Division of FrontRange Solutions. He definitely understands sales people and what they need to be successful. And given his experience with both SalesLogix and GoldMine he has the unique ability to leverage technology to enable sales reps to accomplish more with their selling time!" **Barry Trailer, President, Sales Mastery, Inc.**

Qualifications

Russ Lombardo, President/Owner of PEAK Sales Consulting, LLC, is a nationally recognized speaker, writer, trainer and CRM & 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 personal knowledge and experience with how to develop, manage and motivate sales teams. As the former Director of North American Sales for GoldMine Software for several years, Russ has intimate knowledge of the GoldMine product, as well as its proper use and how it can best benefit a business. He has successfully designed complete lead flow systems and sales processes using GoldMine, as well as worked with hundreds of customers on their CRM deployment projects using GoldMine and provided training to their end-users.

"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 GoldMine end-users to coach and train them on a part-time basis. This includes one (1) full-day, on-site visit each month plus phone/email access during the month to assist with issues, answer questions, or provide additional coaching when needed.

- Convenient Monthly fee based on number of users
- 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
- 1 Free Month for a 12-Month up-front commitment

Give your Sales & Marketing team access to a GoldMine specialist, without having to hire additional resources!

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