

Sales Excellence With Positive Results

Russ Lombardo

is a nationally known speaker, trainer, consultant, author, radio show host, and Sales & CRM (Customer Relationship Management) specialist. An experienced sales professional who can motivate and train your sales team and sales channels to exceed their goals.



Sample Speech Topics

Create a Dynamite Sales Team Ready to Succeed in a Tough Economy

Master sales skills with the ability to:

- Qualify prospects and stop wasting your time
- Handle objections and build customer trust
- Learn how to close and shorten your sales cycle
- Identify your customer's real requirements
- Stop talking and learn to listen
- Turn cold calls into HOT calls

Build a Loyal Customer Base Who Keeps Coming Back for More

Increase revenue with programs to:

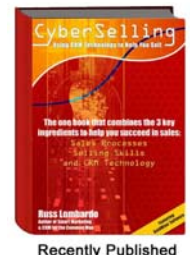
- Develop a Customer Acquisition system using an efficient lead-flow process
- Build successful Customer Retention programs
- Get your customers to love you and keep coming back
- Learn the secrets of successful Customer Relationship Management Strategies
- Use Sales Automation Technology to become more efficient and effective

Deploy CRM Technology to Acquire & Retain Customers

Implement a successful CRM strategy by:

- Developing an effective customer retention program
- Using CRM technology to automatically keep in touch with customers and prospects
- Understanding the criteria for choosing the right CRM solution and platform
- Seeing how CRM technology can be deployed to acquire and retain more customers

Russ Lombardo, an experienced sales veteran, author, trainer and speaker, delivers practical and real-world strategies that are immediately applicable. He has been a key executive providing expertise to successful technology companies, including Gold-Mine Software and SalesLogix, for numerous years. Many groups have already addressed their key issues with his sales training, customer retention strategies, and sales processes. He has been invited to share the conference program and stage with the likes of Brian Tracy and Michael Gerber. Russ is the author of "CRM For The Common Man", "Smart Marketing" and "CyberSelling". Russ's enthusiasm, experience and humor help guarantee a memorable and effective event.



Recently Published

What Clients Say

"We want to thank you for your presentation on "Customer Retention and Selling Skills" at Ingram Micro's VentureTech Network Invitational. This topic was a perfect fit for our customers, and the feedback we have received is that it was very informative and useful for their businesses, as well as engaging and entertaining. Thank you for sharing your valuable and timely insights with us."

Rhonda Hain
Senior Operations Manager
Ingram Micro

"We were thrilled to have Russ speak at our CRM conference. His presentation ("Align your sales strategy with your corporate strategy") really resonated with our attendees from start to finish and provided them with important takeaways that will help them improve their sales strategies and CRM programs. He combined real-world examples with insightful tips and made sense out of the challenges associated with integrating CRM and strategic organizational alignment."

Kerry Glance
Editor, SearchCRM.com

"When you were our guest speaker at our CRM Workshop we had tremendous feedback on both your knowledge of the strategies and your ability to relate real-world experiences to the participants. Even as Cromwell themselves set about deploying our CRM practice we benefited from your expertise as you guided our decisions with your savvy advice."

Kimberly Cromwell, President
Cromwell & Associates

"You have been just awesome. I don't often encounter people who practice what they preach. Your follow through and customer service has been perfect. Thank you so much!!!"

Brenda Stoney, Branch Manager
Republic Mortgage

Sales Excellence With Positive Results

Meet Russ Lombardo

Develop World-Class Sales Teams and Motivated Sales Channels...

Russ Lombardo has over three decades of experience in the high-tech industry in a variety of positions including executive management, sales, marketing, and product management. Since 1994, he worked for major CRM vendors, such as GoldMine and SalesLogix, as a successful sales executive. He designed and implemented sales processes using the latest technologies and has worked with hundreds of companies on their sales process requirements and deployment.



As the former Director of North American Sales for GoldMine Software, Russ built, trained and managed large sales organizations that included both inside and outside sales teams. He has personally lived through end-user experiences as well as those of many companies from their needs-analysis right through to implementation.

Currently, Russ is President and Founder of PEAK Sales Consulting, LLC where his firm specializes in working with companies to develop and implement business and sales processes for dramatically improving results and increasing revenue. He is a nationally recognized Sales & CRM consultant, speaker, trainer, writer and Radio Show host. Russ is also author of the books, “CRM for the Common Man”, “Smart Marketing” and “CyberSelling.”

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 www.PeakSalesConsulting.com

Recent Engagements & Events

Ingram Micro Annual VAR Conference Speaker
SAP Annual Partner Conference Speaker
Accpac International Seminar Speaker
Xchange Canada VAR Conference Speaker
VARBusiness Xchange Conference Panel Member
Industrial Supply Association Annual Conference Speaker
Woodworking Industry Conference Keynote Speaker
Mirage Putting Greens Annual Dealer Convention
SearchCRM's SmartCRM West Conference Speaker
Entrepreneur's Organization (formerly YEO) Conference Speaker
International Esthetics, Cosmetics & Spa Conference Speaker and Trainer
Western Region Mortgage Brokers Conference Speaker
Immediant Corporation Seminar Series Speaker
CEO/CFO Group of Nevada Luncheon Speaker
Japan America Society of Nevada Luncheon Speaker
Optoma Technologies, Inc. Sales Trainer
Las Vegas Chamber of Commerce Business Education Series
Henderson Chamber of Commerce Speaker's Bureau
City of North Las Vegas City Managers Luncheon Speaker
ABWA (American Business Woman's Assoc) Luncheon Speaker
FrontRange Solutions Annual Partner Conference Speaker and Presenter
Shared Vision Network Luncheon Speaker and interview guest on Interview An Expert
Guest Speaker on CRM Talk Radio (www.crmtalkradio.com)
Guest Speaker on Customer Catcher Radio (www.customercatcherradio.com)
Guest Speaker on Startup Nation Seminar Series

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Here's what people are saying about Russ Lombardo...

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Senior Operations Manager
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Kerry Glance
Editor
SearchCRM.com

"Russ is a channel and sales guru. I don't know anyone who knows as much about sales and has such a full knowledge and awareness of the VAR Channel. He brings fresh, innovative sales training to our Xchange events, with real-world experience and knowledge. His presentations and training sessions are energetic, engaging and humorous and his topics are always targeted at the right level for our audiences, which is why we keep bringing him back each year. If you're looking for a speaker or trainer for your event where your audience will receive a wealth of practical and important takeaways delivered in an informative and entertaining way, Russ is your ticket."

Julian Lee
President
TechnoPlanet Productions Inc.

"I personally wanted to thank you for your great presentations at the recent ICESC Conference held in Las Vegas in May 2004. Your insightfulness and professional approach to the beauty industry helps elevate our attendees at the Business Summit to a new level. Again thank you for a great presentation."

Ken Cassidy
President
Kassidy's Salon Management Consulting Co.

"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.

I would recommend Russ highly in any situation that would be equally beneficial to both parties."

Barry Berlin
President
Client Interaction, Inc.

"Your presentation was very informative, especially for our clients. It brought them back to basic "how to sell and close the deal", which most of us tend to forget. As small business owners, they must be the first in sales, but yet most of them never thought of themselves as "sales people"...now they know. Thanks to you."

Anna Siefert
Operations Manager/WBC Project Director
Nevada Microenterprise Initiative

"In this crazy world of ours it is difficult to find those rare individuals who truly understand the concepts of SFA and CRM, and can articulate those strategies as clearly as you. Your ability to communicate with Cromwell's clients and staff has been invaluable.

When you were our guest speaker at our CRM Workshop we had tremendous feedback on both your knowledge of the strategies and your ability to relate real-world experiences to the participants. Even as Cromwell themselves set about deploying our CRM practice we benefited from your expertise as you guided our decisions with your savvy advice."

Kimberly S. Cromwell
President/Founder
Cromwell & Associates

"It is with great pleasure that I write this letter of recommendation for Russ Lombardo, whom I have had the privilege of knowing for the past several years. Mr. Lombardo has been instrumental in the growth and success of Source 1 Consultants. His work on Customer Relationship Management has been very valuable for our firm. His three-part series on how to successfully deploy a CRM system was particularly useful for its timeliness and insight. His participation as a keynote speaker at one of our seminars was a tremendous success. I highly recommend Mr. Lombardo, without reservation, as a CRM consultant. He is customer-oriented and always available when you need him."

Frank Buell
President
Source 1 Consultants

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Here's what people are saying about Russ Lombardo...

"We have always found Russ Lombardo extremely responsive and knowledgeable in all our dealings with him for over 5 years starting with SalesLogix and then at FrontRange Solutions. He was always very creative in finding unique ways to get things done and working to see it through. We especially liked his white paper on CRM. Russ really knows the CRM space and would be a great asset in any organization needing a CRM solution. He has the big picture and the know how to get it done."

Mike McGrail
President
The McGrail Group

"iHello's business plan called for launching our first product, a Mobile CRM productivity offering, through the GoldMine sales channel. To be successful we sought the experience from people that knew how similar products were successfully launched, and the insights from people who knew exactly how sales best practices could be impacted by such an offering. I found both in Russ Lombardo. Russ marshaled his GoldMine channel sales team to help target the elite group of VAR's and evangelize the return on investment opportunity of our product, *before* it was commercially available. This early exposure to the *right* VAR partners saved me many months of legwork, provided a deep and qualified group of beta testers at crucial stages of our product development, and significantly accelerated our time to market and revenues."

Tom Reddy
VP Business Development
iHello.com

"You have been just awesome. I don't often encounter people who practice what they preach. Your follow through and customer service has been perfect. Thank you so much!!!"

Brenda Stoney
Branch Manager
Republic Mortgage

"I have known Russ Lombardo for several years and have used his insights to assist me in my business. His specific insights that have assisted me are:

1. Knowledge of the importance of business process analysis
2. Experience in the customer relationship management (CRM) field
3. Experience in working for a consumer product industry and what customer service really means.

These are qualities that are important to every business. As such, I believe that Russ can assist companies that have the true desire to take their businesses to the next level."

John D. Kassir
President
Innovative Marketing Associates

"I wanted to write and thank you again for a terrific presentation for our last Japan America Society of Nevada luncheon, held in September 2002. I have had feedback from members, and it has all been excellent! All of us in business or in government can benefit from education on customer relationship management and retention. Your presentation was highly informative, interesting, and yes, even Fun, so it was obvious that you are very knowledgeable about your topic of CRM. Again, thank you for your time, energy and sharing such valuable and timely information with JASN."

Kathleen Blakely
President
Japan America Society of Nevada

"I highly recommend that private and public sector organizations tap into Russ Lombardo's extensive CRM expertise, particularly in order to catapult the performance of management, the workforce and business. Moreover, Mr. Lombardo is also a very skilled and pleasant business professional."

Kimberly McDonald
City Manager's Office, City of North Las Vegas
Las Vegas Executive Express Network-
American Business Women's Assoc.

"You fashioned a day that was fast moving, informative and motivational for all concerned. You got everyone involved in the process, and after all that's what salesmanship is all about! I would not hesitate to recommend Peak Sales Consulting's services to any sales manager who is looking to get an edge for his or her sales team."

Joe Mancini
Director of Sales AV Channel Division
Optoma Technology

"I cannot thank you enough for the incredible help you have been to Diamond Bay. My staff and I are both grateful for the Goldmine program that has allowed us to create and implement client attraction, conversion and retention systems. We've seen our revenues increase over the last 6 months with the addition of Goldmine, as well as the luxury of being able to view each and every contact that my employees have with our clients. The automated processes help us keep in touch with clients without even pushing a button. What a tremendous help Goldmine has been! I wouldn't want to do business any other way! And again, thanks for being one of the few people Diamond Bay can count on."

Jordan Wirsz
Chief Executive Officer
Diamond Bay Investments Inc.

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Services Menu

Key Services	Details
<ul style="list-style-type: none">• Keynote/Luncheon Speaker	- 1 Presentation up to 90 min.
<ul style="list-style-type: none">• Half-day Training or Seminar	- 1 or 2 presentations up to 3 hours
<ul style="list-style-type: none">• Full-day Training or Seminar	- 1 or 2 presentations up to 6 hours
Associated Services - offered at the same event	
<ul style="list-style-type: none">• Panel Participant	<ul style="list-style-type: none">• Facilitator
<ul style="list-style-type: none">• Panel Chair	<ul style="list-style-type: none">• Master of Ceremonies
Additional Customized Services	
<ul style="list-style-type: none">• Sales Coaching	Group or One-on-One
<ul style="list-style-type: none">• Consulting	Sales Processes, Marketing, Lead Flow, Channel Development, Strategic Planning, etc.
<ul style="list-style-type: none">• Training Programs	Multiple Programs and/or Dates
Educational Materials	
<ul style="list-style-type: none">• Books: “CyberSelling”, “CRM For The Common Man” & “Smart Marketing”	- Event Discounts Available
<ul style="list-style-type: none">• Training CDs and Workbooks	- Event Discounts Available
<ul style="list-style-type: none">• Book Signing	- Requires use of autograph table
<ul style="list-style-type: none">• Audio/Video Taping	- Prior approval and arrangements for taping required
Fees	
Fees are negotiable based on specific client criteria and requirements. 50% of fee is required up front to confirm date. Remaining 50% payment is due on date of event. There is a 5% discount if full payment is received in advance of the program. Note: All Video/Audio Rights and Fees are negotiable.	
Expenses	
Fees do not include travel & living expenses (or shipping charges), which are the responsibility of the client. Costs will vary based on travel dates, location and other factors inherent in the travel market. All fees are quoted in U.S. dollars.	
Cancellation Policy	
If the program is cancelled for any reason more than sixty (60) days prior to the agreed date, PEAK Sales Consulting, LLC will gladly reschedule the event (within 12 months) for the same fee. If cancellation occurs sixty days or less prior to the date of the program, the deposit is non-refundable.	