

Sales Strategy, Management & Tools: Gain **CONTROL** of the entire sales process to maximize ROI and profit

“It happened again – our sales team missed its forecast.”

Inaccurate sales projections can trigger weighty consequences: A critical bank loan falls through, a needed expansion is at risk, and a workforce RIF ensues. Meanwhile, the cost of sales is hefty and growing.

It all comes down to CONTROL.

Meeting Planner: It's critical for C-level leaders and sales directors to gain control of their entire sales process to increase ROI on sales efforts. More to the point: When they gain control in sales, they gain more control over the entire business organization. Control means having a clear sales strategy, a structure with effective sales procedures, and accurate sales information.

Sales experts Gary Velotta and David Wallace guide leaders to infuse control throughout the sales process.

In these keynotes, breakout sessions and workshops, audience members – company leaders responsible for the bottom line – learn how to control the cost of sales, increase ROI, and maximize profitability.

Sales strategy: The buck starts here

If your strategic direction isn't clear, it's challenging to decisively run your business. This presentation helps you clarify the specifics that drive your sales strategy: target market, ideal buyer, and the products/services to emphasize. Next, learn how to communicate the sales strategy to your reps, so they will take action – and make it happen.

Sales structure: A surprising new philosophy is gaining traction

To maximize efficiency, leading-edge sales organizations are overhauling their entire marketing and sales structure. Instead of a traditional team of sales reps, “specialization” rules the day. Is this emerging philosophy a fit for your team? Topics include determining the right mix of outside/inside sales, plus guidance on the sales and marketing budget.

Sales Scorecard: An interactive process to evaluate and diagnose your sales effort

How effective is your sales organization and your sales practices? Step through a scoring process to identify strengths and weaknesses. You'll evaluate major components of your sales organization, including measuring your current sales tools against best practices. And you'll learn how to integrate your sales process with CRM, so you get more control – and fewer surprises!

Sales information: Get insight to effectively manage your sales organization

When it comes to sales data, information IS power. Learn how today's robust Customer Relationship Management (CRM) systems generate accurate forecasts, which give leaders valuable insight into the sales organization. Sales Directors get a complete picture of reps' activities – this simply isn't possible without sales information. Meanwhile, armed with sales info, reps happily discover they close more deals, faster.

KEYNOTES PRESENTED BY:

Gary Velotta, Managing Partner



David Wallace, Principal



PRESENTATIONS GEARED TO:

- CEO
- CFO
- VP of Sales
- Sales Director

ADDITIONAL TOPICS INCLUDE:

- New CRM Capabilities
- Big-Picture Benefits of CRM
- CRM Due Diligence
- Sales Compensation

Meet the experts in sales strategy, management & tools



Gary Velotta, Managing Partner
Woodbury Consulting Partners, LLC

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Gary Velotta teams with his clients to identify solutions to meet their strategic goals and solve their real-world business problems. A key strategy is integrating leading-edge Customer Relationship Management (CRM) systems or Enterprise Content Management (ECM) software.

Gary's strength is guiding companies to first identify their specific needs and requirements, then apply appropriate systems to drive efficient and results-getting processes in sales, marketing, and customer service – processes that enable total control over the complete customer journey, from lead generation to customer maintenance.

Backed by 35 years of sales and marketing leadership, Gary previously was vice president of sales and marketing at Imaging Solutions, where he was responsible for the sales process and marketing strategies for ECM software and hardware products that help organizations automate their business processes. Gary previously worked in sales and marketing positions at Dun & Bradstreet and FileNet, a division of IBM.

Gary holds a BA in economics from the City University of New York and an MBA in marketing management from St. Johns University, New York. Plus, he received special technology management training at Santa Clara University.



David Wallace, Principal
The Sales Management Group, LLC

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David Wallace leads companies to deliver profitable growth. Armed with over 30 years of sales and marketing experience, his record of success spans multiple industries including technology, power generation, financial services, manufacturing, and education and training. David has grown businesses in both domestic and global markets.

Educated at Georgetown University (BA) and Columbia University (MBA), David started his career with IBM selling multi-million dollar mainframe systems to IBM's largest accounts. He qualified for the 100% Club every year. David was recruited to GE Capital to build the sales infrastructure and Western sales region for its computer leasing business.

Trained in both sales and management by IBM, GE, and other industry-leading organizations, today David thrives on teaming with companies that need to grow sales, improve communications, and put resources in place to compete in rapidly changing markets. Working closely with his clients, David builds customer-focused sales organizations that deliver on strategic objectives while meeting – and often surpassing – revenue targets.

Meeting Planner: The business leaders in your group must gain control of their sales process. Contact Gary Velotta or David Wallace to book a keynote, breakout session, or workshop.

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