

Areas of Expertise



**Supercharge
Sales Growth**

**Lead Generation
Technologies**

CRM Expert

Industries

Chemicals, Plastics, Industrial Equipment, Life Sciences, Coatings, Construction Services, Non Profit, Financial Services

Positions Held

Managing Director, Nimble Leader

President of The Alias Group, an Outsourced Sales and CRM Implementor

VP of Sales for Intech Services, a Distributor of Teflon Coatings

Operations Leader for W.L. Gore and Associates, a Manufacturer of Fluoropolymer Products

Education | Certifications

Operations Management Degree
University of Delaware

Certified Salesforce Consultant

Publications

- Optimize Your Salesforce with Confidence | 6 Steps
- You Don't Need a Sales Cadillac for Quick ROI!
- How to Quickly Mine a Cold List for Hot Leads
- 6 Fixes for Lead Qualification
- Easy Start Sales Process for Small Business | Optimize ROI!

Speaking Engagements

- Simply Awesome CRM Effectiveness
- Chemical Show | ETFE Coatings

Key Innovations

10 Steps to Fast Salesforce CRM ROI!

Personal Brand | Experiences and Successes

1 of 2

Dramatic Sales Funnel Growth for Manufacturers Automated Lead Gen | Inside Sales | Salesforce CRM

CoreValue: Winning = Strategy + Mechanics

I work with Sales Leaders and teams to automate sales processes, create genuine connections, optimize sales growth through laser focus in client markets.

Supercharge Sales Growth

- **Proven "Hunter" techniques:** lead list creation, email automation, CRM automation, networking, and good old-fashioned cold calling. One to Ten qualified leads are delivered each week depending on brand and product or service type.
- Leveraged sales processes, methodologies to grow new markets year-over-year: Oil and Gas +85%, Chemicals +16%, Plastics +10%, Packaging Products +12%.
- Expert – data collection points for sales process analysis. Utilized findings to improve market messaging, new product development, and sales strategy modifications.

Lead Generation Technologies

- Developed sophisticated tools to create granular multi-connected lead lists; improve prospecting open rates to create new sales opportunities. Results: +10% increase in open rates; +30% reduction in prospecting time.
- Utilized LinkedIn Navigator and email automation to enhance touchpoints with prospects and existing customers.
- Utilized Google Analytics and other technologies to track webpage visits, click-throughs, other KPI's to optimize outbound marketing efforts.

CRM Expert

- Certified Salesforce Consultant | Pardot (Email Automation) Consultant. Specific focus: sales process efficiency.
- Improved CRM adoption rates through meaningful KPI creation, training programs, and improved management processes.
- Expert in evaluating current business CRM processes; improving automation and reporting; driving efficiency to fuel revenue growth.

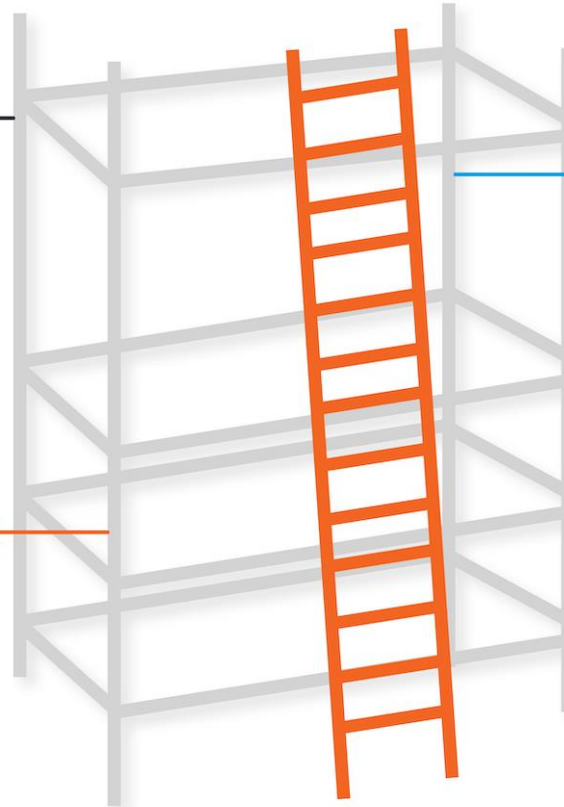
Let **Sales Scaffolding™** support your sales process by leveraging technology to hit your sales goals. Do you have systems in place to capture the data you need to create a sales strategy? If you have the data, do you have the tools to analyze that data?

SALESFORCE CRM SERVICES

- Integrations
- Optimizations
- Adoption Training
- Reporting and Analytics
- Process Automations

TOP OF FUNNEL QUALIFICATION

- Inside Sales
- Email Automation
- LinkedIn Prospecting



PROSPECTING

- Granular Mutli Connected Lead Lists
- Data Enrichment

SALES OBJECTIVE ALIGNMENT

- Data Capture
- Goal Setting
- Strategic Sales Planning

