



the conselleo story

introduction

COMMITMENT

Conselleo will transform your sales culture and success. This simple commitment demonstrates what our Model of Sales Effectiveness is all about. The Conselleo commitment to helping you meet your clients' needs has been proven again and again. Since 1994, our clients have seen a 15% - 85% increase in sales, in the first year alone.

CEO

Conselleo started out as Power Marketing International and was incorporated in 1994. Founder and CEO, Ian Selbie, has been in sales and sales management for over 25 years, and was recognized as Top Sales Person in the World for Apple Computer in 1990. Ian's life passion is creating positive behavioral change for sales people around the world. Apart from continuing to write training and coaching material, Ian has authored a sales effectiveness handbook entitled '**If You were Arrested for Selling... *Would there be Enough Evidence to Convict You?***'

COVERAGE

Today, Conselleo has offices across Canada, the United States, Mexico and Europe. Clients include regional and multi-national companies like Microsoft, Xerox, Bell and Vodafone. Our clients represent a broad range of industries such as information technology, financial services, industrial equipment, manufacturing, distribution, transportation and telecommunications. Conselleo transforms sales organizations by changing the behavior of sales people increasing their effectiveness while accelerating their results. We provide sales management consulting, training, coaching, recruiting and software as an integrated methodology for sustainable sales effectiveness for our clients internationally.



the basis of
what we do

How do you ensure your sales people are confidently representing your complete value proposition? We conduct a sales and marketing assessment complete with observations and recommendations that when implemented will accelerate your journey towards sales effectiveness. Together with management support, we begin to integrate skills, processes, software and tools that translate to value for your customers.

core services



CONSELLEO CONSULTING

- Sales and Marketing Assessments
- Recruiting Services
- Annual Sales and Marketing Audit

We look at your company through fresh eyes. Tell us what your challenges are and let our team of sales management experts address your issues.



CONSELLEO TRAINING

- Consultative Selling – Professional
- Consultative Selling – Advanced
- Sales Leadership
- Consultative Service

In our highly interactive training programs, we cover topics such as; opportunity, activity and pipeline management.



CONSELLEO COACHING

- Monthly Group Coaching
- myCOACH Online Coaching
- Onsite Sales Management

When it comes to sustained growth, the name of the game is long-term behavioral change, not a simple dip in training water.



CONSELLEO CSM

Our sales effectiveness program can stand on its own. However, if you do not have a program in place, or you would like to improve the one you do have, we offer our own unique and easy-to-use software system, Conselleo CSM (*see back page*).

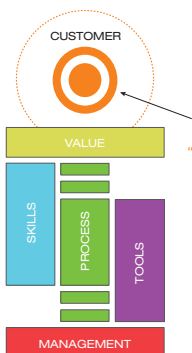
At Conselleo, our objective for your people is to enable them to become consultative sales professionals, thereby increasing their sales effectiveness. We do this by providing them with our proven methodology and tools, as well as the opportunity to practice them.

methodology

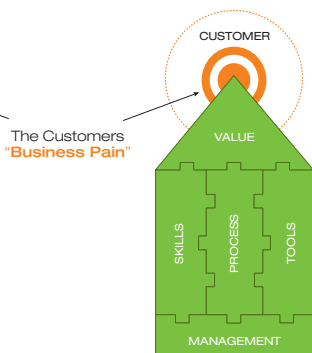
Conselleo works with you to establish the sales habits that deliver your desired results. These become a self-sustaining motivational force. So before they sell, using a self-defined value proposition and multiple sales processes, we transform your sales force to a consultative approach. Then we implement the sales process, which is essentially a measurable routine for your staff to utilize. These are taught in training, and are reinforced in our followed up coaching programs.

Our integrated methodology of services has proven to deliver a dramatic increase in sales, you will also be able to measure the following results: increased margins, forecasting accuracy, dramatically increased activity levels and enhanced customer loyalty.

The Typical Sales Organization



The Model of Sales Effectiveness



'Increased results', 'accurate forecasting', 'behavioral change', 'sales effectiveness', 'consultative selling.' These are some of the documented words that clients most frequently use to describe the results of our services.

behavioral change

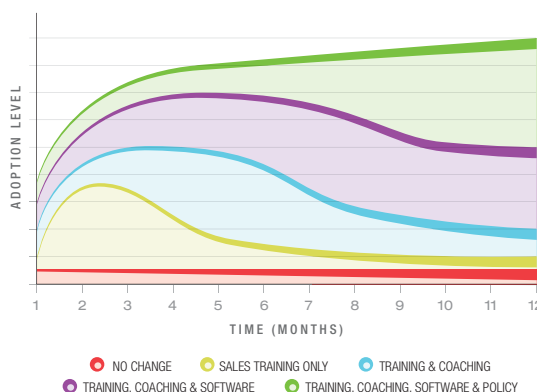
To realize these results, Conselleo transforms sales organizations, by facilitating change in the behavior of your sales people. Our research indicates that by integrating sales training, coaching, software and policy within your organization, our clients not only experience immediate impact, but are also able to sustain these results long-term.

In short, this is our integrated formula for achieving behavioral sales change:

- A proven and easily administered sales methodology
- Training and follow-up coaching services to make the transition
- Simple and affordable web-based software to track the process
- Implementing a company-wide policy for best sales practices

As you apply the Conselleo methodology, you will experience a new, sustainable and effective sales culture.

The Model of Sales Behavioral Change



conselleo CSM software

Inspired by the sales process and designed by sales people for sales people, our web-based management tool, Conselleo CSM, is a great way to ensure continued achievement in sales.

Conselleo CSM enables:

- 1) Management to oversee forecasting, revenues and measure success
- 2) Sales staff to effectively plan, strategize, report and succeed



Surveys show that over 70% of sales automation/CRM projects fail to meet clients' expectations. Avoid this lack of 'sales force buy-in' by subscribing to Conselleo CSM. Light on administration, Conselleo CSM operates in virtually any Web browser on Windows, Linux and Mac OS platforms. It can be implemented in a matter of hours and, at less than a dollar a day (per user), is exceptionally cost-effective, especially given the returns on your investment.

tried and true

success stories

CONSELLEO CLIENTS AND WHAT THEY ARE SAYING...

"To say that we've been successful won't even begin to describe the results. We tripled our targets, signing 200 long-term contracts worth over \$70m USD. Your sales methodology is making a major difference and is driving our success."

Kevin Heaney
VP Sales & Marketing
Vodafone

"When engaging Conselleo to train and coach our corporate sales force, we were looking for more than just sales training - rather, a methodology that could become a sales culture for us at Bell and GT. I am happy to say that you have more than exceeded our expectations. Our recent success is in large part due to the Conselleo methodology and CSM software."

Mark Hanlon
COO
Bell

"Conselleo's sales effectiveness training and coaching services have left a legacy in our organization. In fact, five years later, it is still a good part of the reason we are successful today."

Duncan Emslie
Group Manager
Empire Financial Group

"I've used Conselleo's methodology and approach with a number of sales teams over the years. In every case, their training, coaching and tools have improved sales and effectiveness on an ongoing basis. The tools are easy to understand and use, making my job as the sales manager much, much easier."

Geoff Davenport
Vice-President Sales
Radiant Communications

"Conselleo's methodology and CSM software have been accepted by our sales force in Europe, Japan and North America. It is bringing consistency and accuracy to improve our top-line sales process. It's really working!"

Kevin Jampole
COO
Software Imaging

