

Consultative sales training method leads company to \$41 million sales increase in one year

By Christine Ballew-Gonzales

SMART BUSINESS



Mark Holmes knows how to help salespeople beat a bad economy. The Springfield, Missouri consultant has made a name for himself showing salespeople how to get results using the very methods he used during his own sales career.

New salespeople as well as seasoned salespeople can benefit tremendously from Holmes' coaching. "I think as salespeople we tend to get into a mental rut and this training offered new ways of looking at the sales process," said Eric Merritt of Paul Mueller Company.

Sales call strategy and sales inquiry skills are both at the top of the list of highly effective techniques Holmes teaches salespeople. "As a salesman, I've always asked questions, but never in such a powerful, directed manner," said product manager Dan Leonard.

"Mark Holmes gave us a kick in the pants that paid off quickly," said Dave Bollwinkel, president of On and Off the Court. "I used his sales call strategies and powerful question techniques and had excellent results."

What's the difference between Holmes' strategies and the scores of other systems out there?

Holmes' process of training combined with individualized coaching really *works*. Even skeptical salespeople have put Holmes' strategies to the test with immediate, positive results.

But don't take his word for it – take a look at how Holmes was able to help one company realize a significant increase in sales:

Case Study:

Paul Mueller Company
BioPharm Division
Springfield, Missouri

·2002 "same product" sales increased from \$13 million to \$54 million, without increasing the sales force or adding to the product line.

Testimonials from high-achieving salespeople point to the same results. According to sales force feedback, his methods are easy to learn and applicable to those of any level of sales experience.

In addition, Holmes' system is reportedly effective for sales reps whether they sell products or services — and produces results within a wide range of industries or commerce, even fundraising. Best of all, Holmes' techniques work regardless of the current economy.

"I had to sort out what works and what doesn't," said sales veteran Jack Stewart. "Mark Holmes helped me take a decade of sales experience and put in into perspective. He shook me from selling on cruise control."

"My sales have really increased, my presentations are more

effective and my approach now organized and focused to my sales goals," said Brian McLain, sales manager for Paul Mueller Company.

Finally, Holmes cautions that his techniques are not for the content or half-hearted, and he asserts that those not interested in working the process should look elsewhere for help. "My methods are only as good as the efforts of those I teach," he said. "Those who apply themselves and use these skills diligently can clearly benefit."

Companies and salespeople who are willing to identify sales habits that are holding them back, discard what doesn't work, and use what *does* work often see dramatic sales improvement. This approach, which utilizes both training and personalized coaching, can benefit anyone with ambitious sales goals, according to Holmes.

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