



SALES MANAGEMENT FORUM

Frequently Asked Questions...

What if I quit my company? A corporate membership is intended to remain with the company. Should you leave the organization and the group, your membership can be transferred to another manager within the organization. Should you wish to stay with the group, you can establish a new membership with your new employer.

What if I'm currently between positions? Our goal in membership is to create a group of active, practicing Sales Leaders. We want to be sure we're working toward real goals and issues our members are facing. As you gain employment we'd enjoy having you join our group.

What if I refer someone into the group? We have an incentive program where you can receive \$500 for every person you refer to us that becomes a member. We feel the best way to continue strengthening the group is to have Members recommend individuals that will bring value to our discussions.

What if there's more than one person from my company that wants to participate? Our philosophy is to create a confidential environment where you can bring anything to the team without worry of internal ramifications. Should more than one member of your company wish to participate. We'll explore the request on a case-by-case basis to be sure all are comfortable with the confidential nature of our discussions

Who governs who can join the group? What if a competitor wants to join? A Pivotal Advisors Consultant will be assigned to each Sales Management Forum group. In conjunction with The Sales Management Association and our team of advisors we are responsible for the format, content, speakers, and overall value provided to our members. This includes new members. As we gain requests we'll work to investigate any competitive situations and, if necessary, not allow participation to a potential new member.

Who decides what we talk about? Pivotal Advisors, in conjunction with the Sales Management Association will establish the format, content, and speakers. We will work closely with the members to make sure we're addressing the most valuable topics and a portion of each session will be set aside to discuss specific membership challenges.

What if I don't find it valuable? Can I quit? We know behavior change won't take place over night, so we're asking for a one-year commitment. We know it takes time for a team to form and for you to implement the ideas that you learn. However, should you not find it valuable or your circumstances change, you can certainly leave the group. If you leave prior to the third session, you will be refunded in full. Beyond that we will have made commitments with speakers and content and there will be no further refunds. Your membership can be transferred to another person in your organization.

What if I'm traveling and miss a session? We will do our best to schedule the sessions well in advance (an annual calendar will be published at the beginning of each calendar year). It is your responsibility to schedule accordingly so you can receive the benefits of being a member.

What if I want to engage a speaker beyond the scope of the group membership? The goal of our speakers is to provide expert research, best practices, case studies, and experiences. We are not inviting them to make sales presentations for their services. However, if you feel a speaker provides significant value and can address a need for you or your company, you are free to engage them in any way you see fit.

Who else is in the group? Since we are establishing our initial group in Minnesota we don't currently have a list of the members. As people begin to register we'll make that available to those considering membership.

SIGN-UP TODAY!

CLASSES ARE LIMITED TO THE FIRST 15 PARTICIPANTS, SO SIGN-UP TODAY!

Call Gary at 952-226-3385 or go to www.pivotaladvisors.com/forum.html to sign up.

Who are the facilitators?



Mike Braun
Pivotal Advisors
952-226-3375
mbraun@pivotaladvisors.com

Mike Braun is a speaker and author who recently co-founded Pivotal Advisors to provide Sales Leaders the knowledge, tools and support they need to succeed. His experience includes:

Consultant/Facilitator

- For the past seven years, Mike was an owner and managing partner with Organizational Concepts International, a human capital consulting firm.
- Provided expertise, coaching and support to sales organizations such as G&K Services, Thrivent Financial for Lutherans, Land O'Lakes and McGraw Hill – allowing each of them to quickly improve their results from 7% - 32%.

Sales Management

- 15 years with National Computer Systems (acquired by Pearson plc in 2000), eventually becoming Vice President of Sales & Marketing, leading inside, outside and channel teams.
- Implemented CRM technology, sales processes, training and new incentive plans that resulted in several years of improved sales performance as NCS (Pearson) grew from \$500 million to nearly \$1 billion.
- 25 years of selling products, services, conceptual solutions and enterprise applications.

Education

- He received his executive education at The Wharton School of the University of Pennsylvania and his MBA from the University of St. Thomas in Minnesota.



Gary Braun
Pivotal Advisors
952-226-3385
gbraun@pivotaladvisors.com

Gary Braun is co-founder of Pivotal Advisors, working with small-to-mid-sized companies helping them define their sales strategy, assisting in recruiting efforts, and providing consulting with their online sales strategies. His experience includes:

Sales and Sales Management

- 11 years at Digital River (NASDAQ: DRIV), most recently as Vice President of North American Sales as the company grew from a start-up to \$400 million.
- Led sales engagements with companies including Microsoft, Symantec, Electronic Arts and VMWare.
- Sold server and storage hardware and software into Fortune 1000 companies including Harris Corporation, Kimberly Clark, Navistar and Lockheed for a MN-based reseller.
- Sold and managed the West Coast sales region for LaserMaster, a high-end desktop publishing manufacturer, selling printers to small and large-sized companies and resellers.

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