

**CASS HOLLOWAY & Co**

“Taking the next step in your business”

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## Overview of Professional Services

This is a brief description of the services offered by the Cass Holloway & Co. All the services offered support our corporate purpose of helping business people improve their work performance in less time, with less effort while creating a quality work experience.

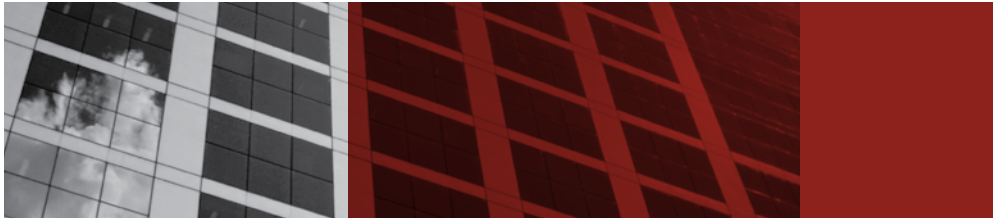
Our seminars, coaching, and consulting provide an understanding of the best practices in the fields of sales, strategy, and individual productivity. We use the concept of active learning in each area of our delivery to ensure appropriate transfer and retention of each skill.

In each engagement we apply rigorous assessments to learn the current state of operation and also the desired objective. We then take that information and come up with the appropriate plan, work to implement it, and then provide a feedback loop to help guide you towards your future desired state.

Our clients include small enterprises, individual business owners and private individuals. Our professional services have great stand-alone value or you can combine our coaching, consulting, and seminars into a comprehensive training program that will change the execution, motivation, and output of your organization.

We invite you to explore further with us how we can support your individual goals and also the objectives of your organization. Please contact our office for more details and to schedule a more in-depth discussion.

***Cass Holloway***



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## SERVICES OVERVIEW

### Seminars

#### **Sales Execution: Public Seminar (18 hours)**

A public seminar that meets one night a week for three hours a night for six weeks. Each class will cover one step of the six step sales execution model beginning with strategic sales planning, prospecting, questioning, solution assessment, solution presentation, and opening a relationship. The class is time spaced and employs the concept of active learning which is objective driven and focuses on engaging the participants in exercises, interactive discussion, and in-class practice of the individual skills. Workbook provided.

#### **Sales Execution: Planning, Prospecting and Questioning (4 hours)**

An abbreviated version of the six-week sales execution course. Lecture and brief exercises focusing on the most essential skills needed for the most important parts of the sales execution model; planning, prospecting and questioning skills. Focus will be on best practices and the most effective approaches to take in mastering each one of these key selling areas. Minimal hands on. Workbook provided.

#### **Strategy and Productivity for Sales Professionals (4 hours)**

A public seminar developed specifically for sales professionals. Seminar is built around the concept of being “strategic” in your thinking and “next step” oriented in your execution. Lecture and exercises will centered on the methodology and best practices in strategic sales planning and also how to execute on a plan. Focus will be on developing a vision, objectives, and strategies and then how to collect, process, organize, review and decide on everything necessary to execute. Workbook provided.

### Customized Presentations / Speeches

Engaging speeches can be customized to your organizational needs and delivered in 60 minute keynote presentations. We will bring new and relevant perspectives to the topics of strategic planning, sales execution, and increasing business productivity.

#### **Sample Topics:**

No plan, No Business!

The Lost Art of Execution...

Motivating Sales to Greater Performance

Selling in a Down Market

Mastering the “Next Step” in Sales

Creating a More Productive Sales Team

Can You Fail?

### Coaching / Consulting

#### **Mastering Individual Productivity (5 hours)**

We will go on-site to your primary place of work to determine the tools you currently have in place, your current method of work will be observed along with a personal interview to determine how you currently make decisions about your work. A custom workflow will be designed and a custom solution will then be put in place. Two weekly follow-up calls will be conducted to ensure your system is meeting your individual needs.

#### **Personal Sales Execution (6 hours)**

Personal interview(s) will be conducted along with a thorough sales self-assessment. From these tools an action plan will be developed and implemented. Through one-on-one discussions, role-playing, and joint sales calls individual sales performance will be addressed. We coach in the areas of strategic sales planning, account and opportunity planning, prospecting and networking, advanced questioning, developing payback and ROI, formal presentations, negotiation, handling objections, and opening relationships.

#### **Business Development Assessment (2 to 10 hours)**

A formal review of your sales processes conducted through personal interviews of key staff, process review questionnaires, and personal observation will form the basis for this engagement. New processes will be implemented and existing processes modified based on a review of the key findings and mutual agreement between parties. Areas targeted for growth and improvement include sales strategy development, sales & marketing alignment, sales team performance, sales management best practices, sales hiring, sales process methodology, sales compensation, and sales performance analysis.

#### **Strategic Planning & Execution (10 hours)**

Engagement is broken down and delivered in two phases over a two day period. The first phase is a half-day session and will go through a streamlined planning process to (1) determine company vision and mission (2) set the objectives (3) do an internal assessment (4) do an external assessment (5) come up with the appropriate strategies.

The second phase is also a half-day session and is organized around taking the steps necessary to execute the strategic plan and creating a culture of execution within your organization. Focus will be on how to (1) communicate the plan (2) implement processes to execute (3) execute the strategy (4) evaluate the progress (5) make the necessary adjustments .