

Share Best Practices, Elevate Your Business:

## Join an Industrial Sales Management Peer Group

### Learn More:

281-783-9312

mandi.gomez@  
salesprocess360.com

salesprocess360.com

“SalesProcess360 has assembled a very relevant group of peers so that we have a high degree of overlap in terms of the industries we serve, the challenges we have with sales, distribution and marketing, and the resources we have (or don't have) to address these challenges.”

- Reed Stith

SalesProcess360 challenges industrial sales companies to think differently. One of our focused services is our Industrial Sales Management Peer Groups. **For minimum time, get maximum value.**

We know the day and life of an industrial sales manager is in the fast lane, but we also know that stepping back and taking the time to share and leverage best practices with non-competing peers can provide a competitive edge for your business. A common denominator among successful sales managers is the desire to always learn and make adjustments in this ever-changing sales environment.

Join our expert-facilitated Industrial Sales Management Peer Groups, which feature a once-monthly session via conference call/web among non-competing sales managers. In addition to this session, you receive private access to our industrial sales management experts each month, as well as additional resources to elevate your sales game.



### Overview of ISMPG program:

- \$199/month per individual. Additional members from same company \$99/month. Limited to 10–12 non-competing members. Distributors and manufacturers are represented in separate groups.
- Monthly web/conference call session (1 to 2 hours) facilitated by an industrial sales management expert from SalesProcess360 to ensure maximum knowledge exchange and follow-up. Calls feature best practice topics, including: sales KPIs, target accounts, sales goals, dashboards, etc. Sessions are recorded for member use.
- Members will alternate bringing a challenge or question to the group for feedback from their peers.
- Private coaching sessions between peer group meetings. Call SalesProcess360 to discuss any sales-related topic between meetings for one-on-one feedback. Up to 1 hour per month at no additional fee.
- LinkedIn private group to document meetings, supporting material and knowledge base and to continue the conversation.

“Brian understands the challenges of industrial sales because of his extensive management experience in the field. This gives him a unique ability to explore and analyze problems and suggest solutions.”

- Doug Baker, Teledyne

“If you are a distributor, representative or manufacturer in the industrial equipment sector, you will benefit greatly from (SalesProcess360's) insights on sales management and customer information systems optimization.”

- Joe Incontri, Krohne Inc.

- Periodic email reminders on action items discussed during the peer meetings.
- Periodic phone calls with ideas to think about between meetings.

**So why should you consider the ISMPG program with SalesProcess360?** Sharing and leveraging knowledge is the key to growth. What better way to do this than with a group of your peers? And with our experience and focus on the industrial sales market, you will take home practical ideas to your business that you can implement immediately, providing you with maximum value for minimum time.

## Sample monthly meeting agenda:

- What's New? (Each member shares.)
- Review previous month's takeaways and feedback.
- Monthly best practices discussion.
- Monthly “Sales Manager Topic” Member's Choice by selected member. Bring an issue/opportunity from the sales side of the business that you would like input from the group on how to solve or handle.
- Takeaway focus for the next month.

## Group rules & expectations:

- Gentlemen's agreement (verbal commitment and virtual handshake)
- All information exchanged during our meetings is held in confidence among members of our peer group.
- Can opt out at any time. A minimum 30- to 60-day notice is preferred.
- Make an effort to attend every meeting as the power of our peer groups comes when everyone contributes. Monthly fee expected whether you attend or not as long as you are a member.
- Engage during the meetings as your input and contribution is important and valuable to each member.
- Visit the private LinkedIn Group page between meetings for new postings and announcements, as well as posting comments and questions to the group.
- Come prepared to discuss your input and view on the topic of month.
- When you are up for the monthly “Sales Management Topic,” come prepared.

## Join today:

**Email our ISMPG coordinator to learn more:** [mandi.gomez@salesprocess360.com](mailto:mandi.gomez@salesprocess360.com)

SalesProcess360 is made up of industrial sales specialists with real-world experience and passion to help you put in place winning processes on the front end of the sales cycle.

## About Founder Brian Gardner

The founder of SalesProcess360, Brian Gardner, has spent more than 25 years in sales and sales management in the industrial market. He served as sales manager for a major regional rep/distribution company for 15 years before he founded Selltis, LLC, the only industrial-focused sales team CRM solution with roots deeply embedded in sales process improvement. Having guided Selltis to success, he has taken his passion for process improvement to the speaking and coaching world as the founder and lead evangelist at SalesProcess360. He is the author of *ROI from CRM: It's About Sales Process, Not Just Technology*.



Brian was a faculty member at the 2016 University of Innovative Distribution in Indianapolis. He is also on the speaking circuit for many process control and industrial associations. He has conducted seminars on the topic of sales and sales management at Texas A&M (Industrial Distribution Department), Case Western Reserve University, Sales Management Association, MCAA (Measurement and Control), CPCA (Canadian Process Control), ISA (Industrial Supply Association), NAHAD (Hose and Accessories) and ISA (Instrumentation and Process Control), along with being a presenter at annual sales meetings for various companies.

He has worked with many manufacturer and distribution companies to put in place systems to improve their sales process management on the front end of the sales cycle. Brian earned his BS in Industrial Technology from Louisiana State University, as well as working in Switzerland during college in manufacturing and marketing for a pressure and temperature technology company. Brian is a devoted family man. He lives in the New Orleans area with his wife and 3 children.

## About SalesProcess360

At SalesProcess360 our ability to help you grow your business is all about focus and processes. It doesn't have to be complicated. Focusing on effective yet simple processes to manage the "blocking and tackling" of selling will put you ahead of your competition. Our passion is to help you get there.

Services include:

- Consulting and Coaching
- CRM Utilization
- Industrial Sales Management Peer Groups
- Sales Process Review and Mapping
- Speaking and Seminars

**Learn about SalesProcess360 at [salesprocess360.com](http://salesprocess360.com).**