
What We Need Now Are Customers!

Room: Sunbrook A&B

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If your business needs more sales revenue, this is the session for you.

Once upon a time many of us had “all the business we could handle.” All our focus was on expanding production capacity and increasing throughput.

So we never had to build a HIGH PERFORMANCE SALES ENGINE.

Now we find ourselves in a slowed down economy with plenty of capacity, but NOT ENOUGH CUSTOMERS. All the marketing in the world won't help us rebuild our business if we haven't developed an expert sales team who work bullet-proof processes.

This session is about how to solidify your sales processes and get more customers.

We'll start with understanding the Sales Hopper Model, and then look at the 3 key processes that will make or break your business in this economy:

1. **Targeting** Process

If you could land any customers you wished, who would they be? Once you identify your dream customers, how can you design and implement a system that will actively go after and win business from the top targets on your wish list?

2. **Conversion** Process

After you get a lead, what is your process to work that lead through your sales cycle to the point of a sale, an order or a contract? Is your system bullet-proof or are there “cracks in the sidewalk” where you are losing sales opportunities every day?

3. **Retention & Referral** Process

You know your best advertising is word of mouth from satisfied customers, but do you have an active system of developing more business from your existing base of customers? Do customers buy from you as often as you think they should, and are they constantly referring you to other people they know? If not, why not?

You'll learn how you can improve your effectiveness in each of these critical processes and you'll discover things you can start doing immediately to get more customers. This session is a must if you'd like to learn step-by-step actions that will increase your sales.

Steve Carwell founded Jadestone Consulting after spending over 20 years in various executive positions in the medical devices, industrial products and sporting goods industries.



His management experience includes serving as President and Chief Executive Officer of a publicly traded medical equipment manufacturer. He has a proven track record as Chief Financial Officer, International Business Manager, Director of Sales and Marketing, Director of Market Development, and Operations Management with experience in Quality Control, Process Engineering, Project Management, ISO Regulatory Compliance, OSHA and FDA Compliance, Domestic and International Sales, Lean Organization Implementation, Human Resources and Customer Satisfaction.

Carwell worked for three Fortune 500 companies as well as several small and mid-sized companies before establishing Jadestone Consulting a number of years ago.

In his present capacity as President of Jadestone Consulting, Carwell works with client companies located throughout the United States.

He provides general business and management consulting, executive coaching, sales training, customer satisfaction assessment as well as management and leadership training services. He also presently holds Adjunct Faculty status at several institutions along the Wasatch Front, including Dixie State College.