

THOMAS C. BEHRENS

Illustrative Accomplishments

Marketing and Distribution Strategy

Established unique go to market strategies and channel training programs for a national software distributor that embraced a consultative selling model. **Result:** Dual channel distribution model brought together two disparate industries to share a common goal.

Sales Process Improvement, Sales Tool Development, Sales Team Training

Directed the strategy, design, authoring, and implementation of a comprehensive sales tool engineered to calculate Return On Investment (ROI) and Total Cost of Ownership (TCO) for a Global 50 company. In addition to being based on the company's product-specific value propositions, this Tool also architected sales methodologies intended to engage the customer and add structure to the sales presentation. Embedded help and full documentation were also included. After beta testing, rollout of the Tool included training of sales teams throughout the United Kingdom and Europe. **Result:** Client payback was realized immediately through expanded engagements and higher sales closing ratios.

Amortized Price Modeling - Tool Development

This global 50 enterprise storage manufacture sought design of a pricing tool to support their Just In Time Storage (JITS) delivery program. This Tool also predicted storage saturation for the enterprise and amortized storage costs according to current pricing models to arrive at pricing based upon pre-engineered profit. **Result:** This Tool was introduced to an international sales force as critical component of the JITS program.

Market Development

As one of three North American Sales Directors reporting directly to the president and responsible for the Mid-America region, a regional sales office was created and established for a Global 50 electronics manufacturer. In addition to managing the local office and directing sales growth, marketing plans were conceived and executed, sales quotas were consistently achieved, customer relationships were managed, and technical service procedures were designed and implemented. **Result:** Directed sales to \$1.6 million within the first two years of operation, becoming the most profitable office for the entire North American division.

Sales Channel Management

As National Sales Manager, directed sales growth of an international commercial electronics manufacturer. Created and managed sales strategy, organized and supervised trade show attendance, conducted technical training for channel partners, created sales collateral and technical manuals, and managed CRM. Method of distribution was direct to the reseller, requiring a hands-on approach with each of the 50 dealer/VARs across North America. **Result:** Increased market penetration to meet goal of 20% sales growth.

Sales Channel Management

As U.S. Sales Manager, one of the challenges was to oversee the introduction of a new product line to the distribution network made up of independent sales representatives serving the dealer/VAR network. Several design and QC issues complicated product introduction, which were uncovered and addressed. **Result:** Successful product introduction resulted, with goals of 20% growth being attained across all product lines.

Market Strategy Assessment

Analyzed existing marketing methods and recommended new go-to-market strategies for an emerging software development company. Analysis revealed serious disconnects between sales and marketing with regard to direction, messaging, both external and internal communications, and tactics. Curing these problems was critical to the company's ability to maintain competitive advantage as their industry was poised on the threshold of explosive growth. **Result:** After a period of initial and natural resistance to change, the company implemented many of the recommendations which have resulted in their emergence as a leader in the industry.

Vertical Market Analysis

Self-directed team member that conducted a targeted vertical market analysis and research project for a Global 500 company entering the document management industry. This research was conducted to support their introduction of a new appliance targeted at small to medium sized companies for the management of written communications. Data collection and analysis included specific information relating to competing product features and benefits to define the competitive landscape and enable effective product positioning. **Result:** The analysis and resulting report became an integral component of the company's marketing plan and facilitated a carefully engineered product introduction.

Municipal Marketing Strategy, Collateral Development

As Vice Chairman of Fairview's (TN) Chamber of Commerce, the need to attract commercial business and industry to the city was identified as an important component to area growth. To support this initiative, the decision was made to create a marketing portfolio designed to attract business and industry to the city. The project required geographical, demographical, and financial research on a local, regional, and national basis to develop the promotional collateral. As director of the project, this included conception, design, and production of a promotional portfolio designed to be distributed to potential businesses interested in relocating to Fairview. **Result:** The city attracted several new tenants for their new industrial park. The portfolio was awarded 1st place for outstanding design and production in the ***PROSPECT PACKAGE**, Visual Awards Program - Tennessee Governors Conference on Economic & Community Development* competition.

Interim Project Management, Conflict Resolution, Problem Solving

Provided complete project management services for a \$2.5 million statewide security lighting retrofit encompassing over 800 ATM locations for Barnett Banks and NationsBank (now Bank of America). Numerous challenges and problems including communication bottlenecks and product defects were encountered and resolved over the course of the project. Full fiscal responsibility included site survey verification, site lighting designs, subcontractor relations management, subcontractor scheduling, inventory management, all payable approvals, job completion verification, client invoice management, and conflict resolution. **Result:** Project completed in spite of numerous and significant challenges that threatened project termination.