

Sales Leadership Success Stories

United Telecom 

(1.7) **How We Penetrated A Major Account Through High Value, Solution Selling, Sold \$2 Million+ at 35% Margin (Twice Industry Average)***

[CLICK for Case Study](#)



(1.8) **How We Brought Strategy & Leadership, Resulting in \$1.2 Million in New Services at 50% Margin to General Mills, Dole, ConAgra, Reckitt and Benckiser in One Year***

[CLICK for details](#)



(1.6) **How We Sold \$3.2 Million in New Services to the State of Texas, Directly Contributing to a \$21 Million Savings***

[CLICK for details](#)



(1.9) **MY FAVORITE EXAMPLE: How we sold one process improvement project that led to \$7 million+ in services sold and 100+ web site development projects*: [CLICK HERE](#)**



(1.10) **Holding The Bad Guys Accountable, CRM Horror Story Results in \$3.5 Million Settlement 30 Days Before Trial***

[CLICK for Case Study](#)

(1.11) **Interviews with the Sales Execution Experts***

[Sales Execution Master Page](#)

[Video Interviews Master Page](#)



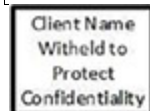
(1.12) **See Credit and Collections Success Above. *Grant Credit to Good Customers Fast, At Reduced Cost***

(5.4) **How We Helped Clients Communicate the Value of Their Services -**

- Merchandising Services Company Sample Success Stories and [23 Points of Excellence](#)

- See Web Converting Success Stories

- See "Cream and Yogurt" Success Story



(1.13) **See [Telecom Hardware/Software Manufacturer Case](#), Item 6.2 for examples and success stories.**

- \$2 Million/yr Upgrade Request and Change Order Management "Franken-App" reworked, now used for 1/2 dozen major clients
- U.S. Reseller Discount and Sales Management "Franken-App" reworked, effective



(2.2) **General Mills, Dole, ConAgra, Reckitt Benckiser:** How We Brought Strategy & Leadership, Resulting in **\$1.2 Million in New Services Sold at 50% Margin** in One Year*



(2.3) **Renaissance Capital:** How we brought a New CEO to a Struggling Software Firm, Resulting in **Sales Growth from \$500,000 to \$2 million**, including a **\$1 million sale to Computer Associates***

(2.1) **Procter & Gamble:** How We Brought Strategy and a New Management Team to a Client, Resulting in **\$5.5 Million in New Services Sold to P&G in 60 Days*****



OmnicomGroup

(2.4) **Omnicom Subsidiary:** How we brought Strategy and a New CEO to a struggling services company, resulting in **Return to Profitable Operations***



(2.5) **Services Costing:** How we helped a client understand their **Cost to Deliver High Value Services*** [Click for Case Study 1](#) [CLICK for Case Study 2](#)



(2.6) **Strategic Investment in Sales Force System:** Client Grew Insurance Broker from \$48 million to \$210 million and grew profit from \$6.1 million to **\$31 million** over 22 years (14.7% Profit.). CEO attributes **\$40 million of this sales growth to a long term sales process improvement project***

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**Success stories, client quotes, estimated costs and benefits are derived from actual projects but may have been altered for simplicity, teaching purposes or to protect confidential information.