

Accelerating Sales.....Through Sales Metrics!!!

If your sales are not reaching full potential, you might boost growth through effective use of sales metrics. This session will show you how to measure and manage leading indicators – Sales Activities and Objectives – to gain control of business results.

In Accelerating Sales Through Sales Metrics, Michael Nolan will provide a path to grow sales . . . immediately! Many companies equate hitting monthly sales targets with measuring sales results. This is like finishing a race and looking back to see if you finished first; too late to affect your outcome.

Michael will take you through a plan to focus Sales Activities and Objectives to proactively manage sales results; gain control of top revenue generation. Importantly, you will learn how all three areas link together; optimizing topline revenue potential. The result . . . an actionable plan to build sales in Q4 2019; accelerating into 2020.

Thursday, September 5th from 8:00 am – 9:30 am

At the Schmidt Training and Technology Center, RACC Campus - Room T118
15 South Front Street, Reading PA 19601 – Free Parking in Adjacent Garage

[Click here to sign-up and reserve your seat.](#)

Cost: \$25 / person (includes Continental Breakfast)

Key Takeaways

- ✓ **Sales Growth** – Provide a framework to effectively use sales metrics in your business
- ✓ **Sales Effectiveness** – Focus on metrics you can actually manage
- ✓ **Sales Efficiency** – Understand your strengths and weaknesses; spend sales time more productively
- ✓ **Sales Control** – Gain mastery over actions to achieve sales growth; **improve profitability!**

Michael Nolan is Managing Director of Nimble Leader, a management consultancy focused on sustainable business transformation. Michael is an accomplished Sales and Business Development leader with significant hands-on experience in large brand name consumer products companies, private equity portfolio companies, and entrepreneurial companies focused on building and developing sales teams to achieve breakthrough sales results.

