

# ACCELERATE GROWTH THROUGH FLAWLESS SALES EXECUTION

Part state of mind, part state of readiness, Christine McMahon & Associates helps you achieve it. We work closely with you to make sure the right pieces are in place – the Culture, People, Processes, Competencies, Communications and Accountabilities – to unleash your company’s true sales potential.



## STRATEGIES • TRAINING • COACHING • TOOLS • KEYNOTES



### FOCUSED LEADERSHIP

Empower Excellence & Instill Accountability

- Executive Coaching
- Leadership Training & Coaching
- Culture
- Change
- Presentations
- Difficult People



### BREAKTHROUGH SELLING

Grow Revenue

- Sales Team Competency Assessment
- Sales Training & Coaching
- Negotiations Training
- Presentation Skills Training
- Sales Business Plans
- Sales Go-to-Market Strategies



### SYMBIOTIC NEGOTIATIONS

Improve Profitability

- Don't surrender your initiative
- Create common ground
- Give and get concessions
- Recognize strategies & counter-moves
- Handle impasses

*“I hired Christine as a consultant twice. At M&I Trust Company she helped to improve sales year-over-year 116%. At Metavante Risk and Compliance Solutions she standardized and strengthened our sales processes. I recommend her without hesitation.”*

G. Bakker  
President, formerly Risk and Compliance  
Division, Metavante



# MEET CHRISTINE MCMAHON

Christine's passion is helping business leaders achieve flawless execution – creating a workplace where people thrive and the company generates profitable revenue.



With a proven track record of building top performing sales teams with Procter & Gamble, Slim-Fast Foods and Nabisco, Christine knows the essential ingredients for creating a rewarding culture where people feel valued, are given flexibility to perform at their best, and diversity of thought is encouraged.

Christine is a co-founder of the Leadership Institute at WCTC's Center for Business Performance Solutions and a columnist for the award-winning BizTimes publication.

## EMPOWERING KEYNOTE PRESENTATIONS



### **"WHY SHOULD I WORK HERE?"**

Covers the critical strategies that will help you become an employer of choice for both prospective and existing employees.



### **SECRETS OF SUCCESSFUL NEGOTIATIONS**

Arms you with the most important strategies for mastering the toughest negotiating situations.



### **SELLING THE WAY YOUR CUSTOMER BUYS**

Details the specific strategies that will help you ultimately shorten the sales cycle, qualify readiness sooner, and close higher profit agreements.



### **FOCUSED LEADERSHIP: EMPOWER EXCELLENCE**

Demonstrates how to integrate strategy so it becomes a shared responsibility, building a culture that embraces learning, adaptability, and accountability, both prospective and existing employees.

### **CLIENTS**

- Bemis Manufacturing
- Dohmen Life Science Services
- ER Wagner
- Hewlett Packard
- Heraeus Electro Nite Company
- Hufcor
- Hunzinger Construction
- InPro
- Liberty Mutual
- Microsoft
- Northwestern Mutual
- New York Life Insurance
- RJM Construction
- Staff Electric
- Time Warner
- United Properties

***"Brilliant!"***

Microsoft, Worldwide Strategic Conference

***"Extremely engaging, entertaining, insightful, and informative. A perfect blend of education and fun practice activities. Awesome day!"***

WAPP (Wisconsin Association of Public Purchasers)

***"Excellent sessions!"***

Hewlett Packard, North America



**CHRISTINE McMAHON**