



TEACHING THE TOOLS OF SUCCESS

By Melissa Riske Rubalcaba



Photo by Nancy Merkling

Taking what he learned through his business success, Brad Burgess now spends his days helping other businesspeople improve their operations and sales, thus leading to an increase in profits.

During his more than 20-year career working for leading technology manufacturing companies in technical sales and sales management, Burgess adopted tools and methodologies to help his sales success. He developed The Mindshare Manager to share those keys to success, combining online resources and in person sales consulting services.

While executive leadership development is important, his focus goes beyond the business owner and leaders to ensure the sales team has the tools and skills they need. Burgess says there should be an emphasis on fundamental sales mechanics, and that by using the right sales strategies, a business can generate predictable and sustained revenue growth.

He especially enjoys working with new companies to help develop an effective sales model and strategy, and helping business owners to identify and focus their priorities. His services range from company-wide workshops to one-on-one coaching. For Burgess, it's important to listen and provide honest feedback as he offers his services.

Burgess has published two books. *Trench Warfare: Winning the Battle for Mindshare in Channel Sales*, offers insights, strategies and tools to help sales people. His *Start-up Business Plan: A Workbook with Resource Guide* offers entrepreneurs a sensible business planning tool.

As more women take leadership roles in businesses, Burgess welcomes the opportunity to help small and mid-sized businesses, especially those that might not have a built-in support network, to start increasing revenue through a focused, account driven sales process.

Burgess emphasizes that his workshops and mentoring aren't simply based on theories. His years of experience served as the foundation to develop The Mindshare Manager's proven success tools, and provide authenticity to his teaching.

Though he's closed his share of large sales through the years, today, he says his greatest satisfaction is helping others achieve their vision of success.

THE MINDSHARE MANAGER

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START-UP BUSINESS PLAN

This simple, easy-to-use Workbook is intended to provide entrepreneurs and existing small business owners a sensible business planning tool that encourages development of critical business elements today, with the ability to continue building the plan as time and circumstances dictate.

TRENCH WARFARE

Winning the Battle of Mindshare in Channel Sales Based on the "4 Tips for Succeeding in Channel Sales", TRENCH WARFARE, provides the insights, strategies, and tools that will position you ahead of the competition.

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