

Selling Value

"In my role as VP of Product Management at Litle, I engaged Neil as a consultant for two major projects over 18 months. A key part of Litle's strategy is to offer value added services in addition to our core payment processing technology. Neil helped us rethink our value proposition for these services and develop sales tools including a sales playbook that accelerated market adoption. Neil taught us approaches and tools to ensure that our customers and their needs were at the center of the table. People no longer talked past each other and the bonds between the different groups became much stronger. Prior to hiring Neil, I did not appreciate the value of using an outside expert as a coach and facilitator to hone our strategic direction and help lead the execution of our revised plans. Now I do. Due in part to Neil's work, our value added services revenues grew from 0 to 15% of our total. The rapid growth of Litle's value added services is among the reasons that Vantiv (a \$1.9B company) acquired Litle in November 2012."

Dave Burrows, VP of Product Management, Litle & Co.

"I worked closely with Neil on multiple sales training activities and the development of sales tools. He prepared our sales channel (including distributors) to sell the true value of the product. The programs conducted by Neil and his team were always highly rated and set a benchmark for the company."

Karrie Bowen, Director of Learning and Development, ATMI

"Neil's seven step process to developing value propositions has enabled my company to more effectively communicate with our prospects and convince them to use our safe and effective nonsurgical treatment."

Jerrold Shapiro, CEO, Fem Medical

"Neil helped us determine the best strategy to sell and market our services to the healthcare market. With his customer centric approach, Neil showed us how to refine our value proposition to this industry and ensured our go to market strategy was on target. The net result of our collaboration with Neil is that we won several significant new deals with world class hospitals."

Cory Hussey, COO, Stanley Elevator

"Neil is especially adept at creating sales tools which clearly define how a product will solve problems and establish value, "in the eyes of the customer". His approach is to work closely as a business partner with his sales team to understand what is required to gain customer trust and credibility. Many of the tools he helped create at ATMI were used as an internal benchmark."

George Davison, VP of Sales, ATMI

"His value proposition creation process focused our senior leadership team on how we should best meet the needs of our customers in ways that are different than our competitors. As a result, we have won several new deals. It was helpful to have someone from the outside challenge our thinking and drive us to consensus."

Jim Pelusi, CEO, Segue Manufacturing Services, LLC