

Marketing



What Others Say ... A Few Professional References

"When I think of Paul Morrow I think how easy it would be for companies and their salespeople to sell more if they just had a little bit of Paul's know-how and management style."

It's good to hear that anyone can now get access to someone like Paul for a fraction of what it would cost to hire him."

Craig Costanzo,
Past ACA President

"Paul Morrow has seen and done all that someone in sales and marketing could possibly put on their resume. He's an invaluable professional colleague and someone I admire greatly and would recommend him to anyone who wants to make good sales and marketing decisions."

Nick DiGiovanni,
Managing Partner, Revenue
Cycle Solutions & Past ACA
International President

Director of Sales Consulting Paul J. Morrow has seen and done it all in a 35-year career in sales in marketing, including: Successfully developing new territories and markets for six different companies; Instituting new sales compensation plans for 6 companies in 3 different industries; Facilitating the integration of 16 different sales and marketing departments inherited through acquisitions into one company; Developing sales contact management databases for 4 different companies; Offering 16 years of experience in the collection industry; Maintaining extensive database of contacts in the collection industry

Director of Sales Consulting, Net Gain Marketing (2007-Present)

Director of Sales Consulting of New Jersey-based marketing consulting firm with average annual growth of nearly 300% since inception. Clients include an international mix of small and large collection agencies, as well as debt purchasers. Directs operations under the **MySalesVP** consulting line.

Senior Vice President of Sales, ConServe (2005-2007)

- Initiated new sales division to market collection services to the Financial Services industry for this 20-year old firm who specialized in serving the education marketplace. There was a need to establish the first clients for this new division and develop the collection staff.
- Exceeded initial, first-year revenue goals by 100%.
- Established awareness of company for first time outside core market.
- Grew business from no accounts to 10 within the first year.
- Hired first Financial Services Sales representative for company.

Vice President of Sales, NCO Group (1996-2005)

- Started with this small regional collection agency as VP of Sales after being acquired in 1996. Revenue grew from \$25 million to over \$1 Billion by 2004. Managed several different industry sales groups as well as the marketing staff.
- Integrated 16 sales and marketing departments that were acquired from 1996 to 2003.
- Managed sales teams for several markets including Financial Services, Education, Communications, Healthcare and Commercial.]
- Developed and implemented a CRM system.
- Exceeded annual revenue goals in 9 out of 10 years.
- Hired staff and developed marketing department.
- Managed up to 23 sales representatives at one time.

Vice President of Sales, Management Adjustment Bureau (1995-1996)

Joined this collection agency to manage 6 sales representatives who marketed predominantly to the education marketplace. Developed the Financial Services marketplace while maintaining a strong position in education industry. Annual revenue grew from \$8 million to \$14 million over 15 months before being acquired by NCO. Exceeded revenue goals during this 15 month period.

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"We used Paul to help our organization negotiate a very important new sales hire, one that will have long-term ramifications for us. Paul was accessible, easy to work with, direct, and provided valuable insight on what he has seen in other places in his career that definitely improved how we approached this crucial decision for our agency. We plan on using MySalesVP more in the future for a number of things."

Craig Johnson,
Owner, Professional
Placement Services

Vice President of Sales, Credit Converters (1990-1995)

- Joined this collection agency with no prior experience in the industry. Targeted markets were Healthcare and Financial services.
- Managed 6 sales representatives for the Healthcare market and personally maintained sales for the Financial marketplace.
- Developed 5-year sales and marketing plan during first 6 months.
- Personally managed the top 25 financial services clients.
- Annual revenue grew from \$8 million to \$15 million during my tenure.

Vice President of Marketing, Dataserv Corporation (1988-1990)

Joined the computer equipment leasing and maintenance company as VP Marketing. During my 3 years I defined the markets and goals for the 10 sales representatives and established the first telemarketing staff for lead generation. The company was purchased by Bellsouth Corporation.

Vice President of Sales, Check Technology Corporation (1983-1988)

This was a start up company as a developer of electronic printing systems targeted at the financial service industry. Developed 6 regional sales offices and the marketing department during the first year. First deliverable product was available six months after I joined the company and the company went public in 1984. Annual revenue grew to \$10 million during 1988.

Vice President of Sales, United Computing Systems/Sprint (1972-1983)

Joined the start up computer time sharing company as a sales representative and eventually became Vice President of Sales for the entire company. Initially maintained my own territory in the sales of computer services in New York City. Primary targets were the financial, utility, and engineering industries. Annual revenues grew from \$1 million to \$120 million with 100 sales representatives in 1983.

Higher Education

- **La Salle University (Philadelphia, PA):** *B.S., Marketing*
- **Fordham University (New York, NY):** *M.B.A., Finance*

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What People Say:

Here's what some of our colleagues have said about us:

"I can't think of anyone I'd rather have help me with a sales planning issue more than Paul Morrow."

"These services are of tremendous value to anyone who is trying to grow and can admit to not knowing everything."

Features

- 30+ years of experience
- Full due diligence on your organization
- Solutions customized to your sales environment

Benefits

- Improved results via better sales planning
- Increased awareness of what works and what doesn't work
- Better people working harder for your organization

Companies in the credit & collection industry share many of the same challenges. For example, while you grow, it's crucial to manage your sales and marketing department as well as you manage operations. Because, after all, your company may consistently outperform, but if your sales department does not produce, and if you do not create a structure and environment conducive to sales success, you will not stay around for very long.

How should a growing company structure sales incentive plans? Why is customer relationship management (CRM) so important, and how can you make it work for you? What specific steps should you take to try to get into a new market? What will it take to close that big prospect who won't seem to commit? How can you efficiently develop good salespeople and sales management talent?

All of these questions are important. Fortunately, Net Gain Marketing has the answer to each one through our new **MySalesVP** line of sales consulting services.

MySalesVP™: Your Answer for Sales Development Questions

MySalesVP will help your sales efforts succeed by providing you with expert consulting in the following areas.

- **MySalesVP Comp Reviews**: Let us review your current sales compensation plan and recommend actionable changes that will grow your business and retain top performers.
- **MySalesVP CRM Audit**: Let us review your CRM system usage or recommend a system to ensure in either case you get the most out of your investments in this crucial area of the sales process.
- **MySalesVP Territory Analysis**: Let us review how you have your markets and people distributed to see where improvements may be possible.
- **MySalesVP MarketMaker**: Let us tell you how to get into new markets faster and with better short-term results.
- **MySalesVP Close Consulting**: Let us recommend techniques and tactics to get you closer to signing a contract with your next client.
- **MySalesVP Train the Manager**: Let us identify, recruit, and groom your next sales manager to run your sales organization.
- **MySalesVP Mentoring Program**: Let us work with your sales staff to mentor them into providing your organization with better sales results.
- **MySalesVP Ask! Series**: Let us deliver a solution to the problem you know you have but we have not mentioned here.

Our expertise in these areas comes from our 30 years of sales management experience, including direct experience integrating dozens of acquired sales organizations into the successful operating model of one of the industry's largest companies. Simply put, we know what works, what does not work, and how you may want to change your operation to ensure greater success along the sales cycle.

The path to greater sales success starts with your phone call. Call us today at 877-533-1680, x702.

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