



Mark A. Dallmeier

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## INTRODUCTION

Mark Dallmeier is Co-founder, Global Council Member of Revenue Hunters International. Mr. Dallmeier is a noted sales optimization-growth-transformation expert that has created and deployed new growth models, C level selling best practices, processes and big deal sales systems in Small, Mid Size and Fortune 500 companies. He has performed strategic sales – marketing turn around and transformation consulting at corporate and field levels helping to generate over \$1.8 Billion in new sales for clients over the last 4 years.

Mr. Dallmeier is seeking to work with growth minded executives on interim or contract Revenue Hunting and turnaround assignments where he can help displace competition, capture client and competitor spend, accelerate the growth of sales, complete a turnaround or transformation of sales and marketing organizations .

## BACKGROUND

- Serial Entrepreneur, Founder & CEO
- [Top Producing Sales, Channel](#) & Marketing Executive Specializing in Start Up, High Growth & New Market Development
- Sales and Marketing Turnaround, Growth & Transformation Expert
- Author of Revenue Growth and Turnaround Assessments, Benchmarking
- Architect of Competitive Displacement & Spend Capture Strategies / Programs for F 500 & G 2000
- Sales & Executive Trainer, Coach, Author of Multiple Sales, Marketing & Value Creation Methods, Practices
- Background in Corporate Branding, Advertising

## COMPETENCIES

- ✓ C Level selling
- ✓ Large complex deal selling
- ✓ Competition displacement
- ✓ Major account planning, sales
- ✓ Sales team development
- ✓ Sales talent assessments
- ✓ Sales model benchmarking
- ✓ Growth strategy creation
- ✓ Sales Marketing turnaround
- ✓ Product branding positioning
- ✓ Strategic plan facilitation
- ✓ Change, transformation
- ✓ Sales training, optimization

## CLIENTS - ENGAGEMENTS

- ✓ Avnet
- ✓ Avaya
- ✓ Sage Software
- ✓ ACS
- ✓ XO, MCI, Verizon
- ✓ Cybermetrics
- ✓ Hard Dollar
- ✓ Business Integration Group
- ✓ 3 Sigma Corporation

## INDUSTRY EXPERIENCE

- ✓ High-tech software, services
- ✓ Training, consulting
- ✓ Telecommunications
- ✓ Publishing, advertising
- ✓ Manufacturing
- ✓ Retail and franchises



## BIOGRAPHY

Mark Dallmeier CEO of The ROBB Group Holdings LLC, co-author of the company's library of intellectual property and spearheaded the development and implementation of strategic customer and partner relationships that grew the overall financial performance of the organization. **From 2004-2008 Mr. Dallmeier was President and CEO of The ROBB Group LLC where he was responsible for accelerating The ROBB Group's growth by over 350% securing large Fortune 500 clients and optimization – transformation engagements for the firm.**

As a Co-Founder and Vice President of Sales and Marketing at net Fusion Corporation, he was instrumental in launching and growing the technology firm, creating high quality corporate and product brand, commercializing product and services packages, growing revenues by 300% over two years. Mark was also instrumental in helping net Fusion Corporation secure angel funding and creating a brand and image for net Fusion's initial commercial software product, DynamicCampaign.net.

Previous to net Fusion, Mark was responsible for global accounts and strategic business development activities at Infolmage a Microsoft funded software company. **Mark held various leadership positions in sales and alliance management at Cyclone Commerce, and was instrumental in creating and growing its New Markets and Supply Chain services groups, increasing the adoption of Cyclone Software within mid market and Fortune 1000 companies and their supply chains while the company grew in revenue from \$2M to \$24M in three years.**

Mr. Dallmeier's innovative and disruptive market share and sales growth practices have been used in high growth, transformation and turn around scenarios in manufacturing, services, outsourcing and technology companies. **Over the last 4 years these strategies, practices and systems were used to audit, benchmark and optimize revenue generating groups in mid size and Fortune 500 businesses resulting in the capture of over \$1.8 B in new sales revenues for ROBB Group clients.**

Today, Mr. Dallmeier performs Revenue Hunting assignments between consulting engagements and speaks on turn around and transformation at various CEO institutes. **Connect with Mark today at: <http://www.linkedin.com/in/markadallmeier>**

## CLIENT FEEDBACK

Mr. Dallmeier created competitive branding, messaging and positioning that he integrated into a new C level sales process enabling us to differentiate ourselves from other outsourcing service providers; in once instance his support helped our team close a \$100 Million MOU – an opportunity and that had been stalled for 5 months. His work enabled us to communicate with C level clients more effectively and facilitated our 300% growth."

*-Group Vice President  
Outsourcing, MCI*

"We stopped the RFP and received the agreement for the \$400 Million deal because of your help."

*-Director of Sales, Verizon  
Business*

Mark provided consulting, new methods, processes and resources that made our vision and growth objectives operational within 60 days enabling us to increase our average transaction size by 70% and strategically repositioned the company and sales team with C level clients and prospects."

*-CEO, Cybermetrics Software*

"In my opinion, (Mark's Sales Transformation workshop) was the most needed & valuable content from this Institute."

*- CEO Attendee of the Avaya  
Channel CEO Institute*



## RESULTS

Between 2002 – 2008 Mark's Small-Mid Sized and Fortune 500 customers realized significant sales and financial results created through his involvement at corporate and field levels:

- Time to Return On Investment: 60 - 90 Days
- Sales cycle time reduction: 38% - 62%
- Cost of sales / customer acquisition cost reduction: 28% - 55%
- Transaction size growth: 75% - 300%
- Revenue growth: 24% - 300%
- Turn over reduction: 50% - 90%
- Opportunity win ratio growth: 50% - 100%

## CHARACTERISTICS & CAPABILITIES

Based on Mark's benchmarking performed through Target Training International (TTI), the following are general statements to provide a broad understanding of his work style. These statements identify his basic natural behavior.

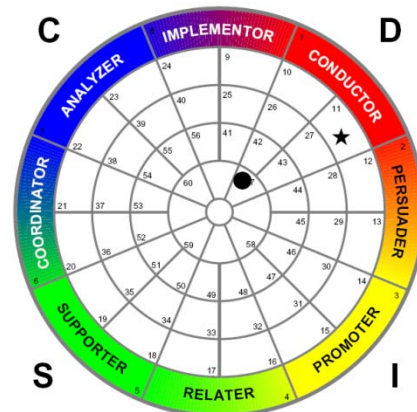
### Value to Organization

- Benchmarked at or above top producer ranges in sales skill / knowledge in 6 of 8 categories
- Challenge-oriented.
- Creative in his approach to solving problems.
- Places high value on time.
- Competitive.
- Has the confidence to do the difficult assignments.
- Will join organizations to represent the company.
- Self-reliant.

### Behavior Attributes

Dominance	Influencing	Steadiness	Compliance
Demanding	Effusive	Phlegmatic	Evasive
Egocentric	Inspiring	Relaxed	Worrisome
<b>Driving</b>	Magnetic	Resistant to Change	Careful
<b>Ambitious</b>	Political	Nondemonstrative	Dependent
<b>Pioneering</b>	Enthusiastic	Passive	Cautious
<b>Strong-Willed</b>	Demonstrative	Patient	Conventional
<b>Forceful</b>	Persuasive	Possessive	Exacting
<b>Determined</b>	Warm	Predictable	Neat
<b>Aggressive</b>	Convincing	Consistent	Systematic
<b>Competitive</b>	Polished	Deliberate	Diplomatic
<b>Decisive</b>	Polished	<b>Steady</b>	Accurate
<b>Venturesome</b>	Optimistic	<b>Stable</b>	Tactful
<b>Inquisitive</b>	Trusting	Mobile	Open-Minded
<b>Responsible</b>	Sociable	Active	Balanced Judgment
Conservative	<b>Reflective</b>	Restless	<b>Firm</b>
Calculating	<b>Factual</b>	Alert	<b>Independent</b>
Cooperative	<b>Calculating</b>	Variety-Oriented	<b>Self-Willed</b>
Heilant	<b>Skeptical</b>	Demonstrative	<b>Stubborn</b>
Low-Keyed	<b>Logical</b>	Impatient	<b>Obstinate</b>
Unsure	Undemonstrative	Pressure-Oriented	<b>Opinionated</b>
Undemanding	Suspicious	Eager	Unsystematic
Cautious	Matter-of-Fact	Flexible	Self-Righteous
Mild	Incisive	Impulsive	Uninhibited
Agreeable	Passimistic	Impetuous	Arbitrary
Modest	Moody	Hypertense	Unbending
Peaceful	Critical	Careless with Details	
Unobtrusive			

### Natural and Adaptive Behavior



Adapted: ★ (11) PERSUADING CONDUCTOR  
 Natural: ● (57) SUPPORTING CONDUCTOR (ACROSS)



## MOTIVATION

Based on Mark's benchmarking scores through Target Training International, LTD (TTI) His Utilitarian/Economic score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves, but for their present and future family.

This value includes the practical affairs of the business world - the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average businessperson.

**A person with a high score is likely to have a high need to surpass others in wealth.**

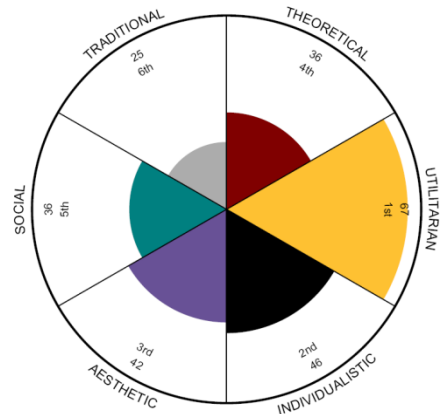
### General Characteristics

- Interested in what is practical and useful in meeting goals.
- When profit or project cost/benefits are examined, Mark may take the position that the ends justify the means.
- Mark tends to like rewards based on the results achieved rather than on the method used to obtain the results.
- Mark tends to be hard working, competitive, and motivated mostly by financial rewards and challenging comp plans.
- Working long and hard to purchase the finer things in life is one of Mark's goals.
- Uses money as a scorecard.

### Value to the Organization

- Able to multi-task in a variety of areas and keep important projects moving.
- Is highly responsive to competition, challenges, and economic incentives.
- Makes decisions with practicality bottom-line dollars in mind.
- High motivation to achieve and win in a variety of areas.
- Pays attention to R.O.I. in business or team activity.
- Highly productive.

This information was provided to help set performance and behavior expectations and communicate the type of opportunities, cultures, scenarios I excel within. I look forward to hearing from you. Mark Dallmeier: 602.410.7793



## REFERENCES

"Mark is a terrific strategist with the ability to cut through the clutter and get to the heart of the dynamics that move a complex deal. His processes and tools help keep everyone focused on the facts and in making objective decisions. I really appreciate his leadership style and ability to work groups of strong-willed individuals. I'd recommend him to any services sales organization."

*- Brian Fulton , Client Partner , Verizon Business*

"Mark helped me develop a strategic sales plan, C level positioning, messaging, and presentation materials. The result: a shorter sales cycle, an improved closing ratio, and increased monthly recurring revenue. I would recommend Mark to any professional sales organization looking to optimize their performance."

*- Jason McDermott , Enterprise Account Executive, XO Communications*