



## BACKGROUND

The sales industry includes over 30 million professionals in the US responsible for trillions in revenue and over 120 million people world wide. There are millions more if entrepreneurs, business owners, executives and other people in companies that actually help "sell" or secure new clients are included.

Sadly, with over 4100 Universities in the US, there are no accredited / degree programs for sales and the limited number of sales courses (30) mostly provided under "Marketing" degree programs lack depth and substance validating this is a greatly under served and often overlooked profession and consumer segment.

**With thousands of independent sales trainers and consultants globally the market is fragmented having no dominant training / consulting company or global certification body.** Due to this fragmented approach current sales training and consulting models have failed to make significant improvements in individual and corporate sales performance impacting companies and economies globally:

★ 93% report sales - marketing do not work together effectively to close sales; Sales and C Level attrition is growing - tied to poor revenue and growth results.

★ Less than 30% of sales people sell enough to cover themselves less than 50% are on quota.

★ Debt of Small and Mid Size companies has increased from \$680 B to \$1.4 Trillion due to slow growth or lack of capitalization. (US Gov SBA, 2006)

★ 80% of sales teams do not get feedback - buy in from prospect decision makers when developing a solution or relationship proposal.

## BUSINESS MODEL

The society for Revenue Hunting professionals, entrepreneurs and business executives will offer certification, training, best practices, career and selling opportunities for all Members; General Members are utilized to sell and promote products and services for Corporate Members on contract, interim or full time basis.

Through its Global Council, Founders and Corporate Members the Society:

★ 1) Provides General Members with professional branding; biography - resume creation and career development services; includes personalized web site.

★ 2) Finds products and services for General Members to sell and introduce to the market.

★ 3) Certifies Corporate and General Members and customizes Certification and talent sourcing programs for Corporate Members.

★ 4) Develops new contract sales and career opportunities for General Members; offers sales generation, optimization services through Certification programs to Corporate Members.

★ 5) Provides skill assessments, job mapping, coaching and professional development for General Members; includes outplacement, transition support.

★ 6) Compensates all Members to promote and sell the value / offerings of the society; creates a win-win.

**Our go to market includes leveraging technology partner databases and online social networks to gain General Member adoption. We project a minimum of 10,000 Certified General Members in the first 12 months after prelaunch.**