

# VECTOR FIRM

CONNECTING STRATEGY TO ACTION

Vector Firm is the premier training and management consulting firm focused on sales and business development operations. We create intelligent strategies, repeatable processes, and effective tools that position your sales professionals to drastically surpass their goals.

Vector Firm's key differentiator is our philosophy on selling. We believe that sales is a science, and a systematic approach tailored for each company will create a pull-through dynamic for every sales person to completely dominate their market or territory. Everything we do is based on this philosophy.



## CHRIS PETERSON

Chris Peterson, Co-Founder and President of Vector Firm, has nearly 20 years of experience in sales leadership, with a focus on developing strategies, processes, and tools for technology businesses in the security space. Chris has had the privilege to experience two IPO's and several acquisitions so far in his career – calling the events “the best training a business leader can experience”.

EFFECTIVE TOOLS

REPEATABLE PROCESSES

INTELLIGENT STRATEGY

Building the  
Foundation for  
Dominant  
Selling!

## What We Hear

We seem to be hearing similar questions from the market place

“ We need someone to speak at our national sales meeting, but I don't want the same old people preaching that same old message. I want a sales pro that will make an impact on my team immediately. ”

“ Our salespeople don't know how to sell recurring revenue. Do I have the right people? ”

“ Our operations and engineering departments have defined systems, but sales seems run by the seat of their pants. There has got to be a better way. ”

“ I wish our sales leaders had time to be strategic, but they're too busy closing sales and putting out fires. ”

“ I just want someone to tell me what we're doing right and where we can improve in our sales department. I wish someone could give us a “sales check-up”. ”

# THE RIGHT FIT SERVICES FOR GETTING RESULTS

Vector Firm has built its programs to help you achieve and surpass your sales goals. We deliver our value through three methods: Assessments, Consulting, and Speaking. Although the material has been created and productized, most clients engage in a customized solution that combines multiple products from all three delivery systems.

## ASSESSMENTS

Our Assessments are typically delivered to a business that can benefit from an independent review of their sales operations. We have two types of Reviews: the Interactive Review that looks at the entire sales operations and the RMR Sales Diagnosis which specifically identifies improvements that will increase your recurring monthly revenue sales.

- ★ Interactive review or RMR sales diagnosis
- ★ Instant assessment of your sales strategy
- ★ Score card of each specific area of the sales system
- ★ Detailed report for strategic direction and decision making

## CONSULTING

Following an Assessment, a great majority of our clients will engage us in a Consulting Program to help implement our recommendations

We have created nine Consulting Programs that define the building blocks and infrastructure of an effective selling machine.

- ★ Strategic Sales Planning
- ★ Sales Training Program
- ★ Architect, Engineer and Consultant Program
- ★ CRM Optimization
- ★ Channel Development
- ★ Sales Efficiencies
- ★ Strategic Sales Staffing
- ★ Sales Personnel Coaching
- ★ RMR Sales Operation

Although each of these programs has been productized, we always customize the deliverable to meet the client's needs and goals. Many solutions are a combination of multiple Vector Consulting Programs.

## SPEAKING

If you are conducting a sales meeting, dealer meeting, or reward trip in which you need a motivational seminar on selling, Vector Firm has created a program specifically for you.

We have developed five workshops that can be delivered in full-day, half-day or mini-seminar sessions. With every speaking engagement, our primary goal is to deliver key takeaways that will be implemented in the field immediately.

- ★ Dominate Your Market
- ★ Growing Your RMR
- ★ Value Creation Selling
- ★ Present With An Impact
- ★ From Top 10% to Top 1%

# CONTACT VECTOR FIRM TODAY!

If you think your sales organization could improve its performance and can benefit from the assistance of a third party expert in sales operations, then contact us for a free consultation call. Remember, sales is a science – don't leave your results to chance.

1-321-439-3025

[cpeterson@vectorfirm.com](mailto:cpeterson@vectorfirm.com)

[vectorfirm.com](http://vectorfirm.com)



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