

THE SALES SCHOOL



**INTEGRATED MANAGEMENT
& SALES CONSULTING**

IMS: Integrated Management & Sales Consulting helps organizations grow revenues, find new marketing opportunities and develop effective sales and management leaders.



Sales Training Series

IMS understands that a company can grow only if it invests in its sales team. If you are building a larger team or just want to train your current sales team, the sales training series may be the right fit for you. The Sales School training series includes a mindset that sales is not just a job but a lifestyle of building relationships that lead to individual success, organizational growth and customers for life. Denise Horan will share her expertise in relationship building, target marketing, asking the right questions, closing the deal and retaining clients for life.

Customized Sales and Sales Management Workshops

IMS realizes that every company and every situation is different; that is why we offer customized training to ensure that each company can meet its specific needs. IMS offers simple strategic solutions that make the information easy to learn. IMS develops the techniques and skills that are needed to get the best results. Denise Horan will develop the sales process, skills training and client service that produces more clients and increased revenues.

Private Sales and Business Development Coaching

With more than two decades of coaching and real-life experience, Denise Horan applies her expert knowledge and relentless energy to lead you towards success. When working with two separate real estate firms Denise was able to effectively coach and work with the employees to bring about remarkable sales growth in a slumping market. Denise continuously coaches attorneys on business development and "rain making" skills that develop successful law partners and help law firms with client acquisition.

About Denise Horan

During her 30-year career, Denise Horan has held every conceivable professional position in the sphere of sales, marketing and business development. Starting out at 16 years old, selling cable TV to rural lake residents motivated Denise to seek a career in sales. At her first job after graduate school, at Eastern Connection Operating, Inc., she began as a sales person in a new territory with little more than a phone and a phone book to work with, she developed a client base with sales reaching over \$1 million. She rose from Sales Person to Sales manager to Sales Director and ultimately to the VP of Sales, where she was integral in building the company to record-breaking revenues of \$30 million. Leading a team of 28 employees in 13 states, she continued to raise sales year over year while implementing a customer retention plan that decreased lost business to its lowest ever of 9%. At the urging of several of her clients, Denise pursued her own unique approach to sales and started her own company: Integrated Management & Sales Consulting (IMS). In business for 20 years, IMS coaches CEOs and employees alike to develop innovative solutions that increase revenue, find new opportunities for marketing and develop effective leaders. IMS has a diverse client base that ranges from the legal field to higher education to pharmaceuticals and information technology. As a consultant and a trainer, Denise is able to apply daily the myriad skills she has earned throughout her career.

GROW YOUR REVENUE.

Sales Training Sales Consulting Business Development Coaching

For more information, please visit our website at

www.DeniseHoran.com

