

SALESCUE CORPORATION

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WHAT WE DO

SalesCue Corporation is a professional management consulting firm working with boards of directors, executive management and their sales organizations to:

- Assess current framework elements that make up a client's new business development strategy.
- Make recommendations that will improve results in the area of new business development, sales activity alignment, measuring results and taking steps to improve performance.
 - Where appropriate, we serve as the project manager to ensure recommended changes are fully implemented.
 - Where appropriate we will implement and train personnel to use Revenue Mapping™ and Forecasting On Demand™, a two-tiered methodology and business model for developing, managing and forecasting business revenue.
- Provide executive management a follow-on program to conduct a monthly analysis of results with recommended improvements.
- Offer one-on-one Executive Coaching that is tailored to the client's needs.

Why SalesCue

We are subject matter experts in developing, implementing and managing business revenue generation strategies. We provide services specifically for business to business organizations operating in complex sales environments.

Our work is based on the following operating principles:

- If a strategy to sustain revenue results is to be successful, it must originate top down by the leadership in executive management and deployed throughout the sales organization.
- High growth and marketplace leader goal attainment is dependent on a major revenue component generated from new business development activity.
- A sales business methodology and model for sustaining sales revenue results must be integrated with sales process, founded on analytics and enabled by technology.

SalesCue Corporation • 828.894.8884

WHO WE ARE

Howard Highsmith, CMC – Managing Partner

Prior to founding SalesCue Howard served as Branch Manager, Director of Sales and Vice President of Sales for three high technology organizations. Howard is the creator of an acclaimed body of work that has been formally named Revenue Mapping™ and Forecasting on Demand™, a two-tiered methodology and business model for effectively generating, measuring and managing new business sales revenue.

Howard is the Author of the book Silver Bullet, an innovative business model and strategy for creating competitive advantage through sustained revenue and goal attainment. (Release Date: March/April 2009)

Nicknamed the 'Grey Fox' Howard's extensive frontline experience has enabled him to provide insight to business to business (B2B) sales organizations that are operating in complex environments about the wide array of issues that impact sales performance.

Howard is a Certified Management Consultant (CMC) member of the [Institute of Management Consultants](#) and serves on the Board of Directors of the Carolinas Chapter of IMC and as co-chairman of the Member Care Committee. He is a graduate from the School of Engineering of Old Dominion University in Norfolk, VA with a Degree in Architecture.

Dwain E. Stallings, Partner

Dwain has served business to business organizations, primarily in the technology sector over three decades. After receiving a B.S. at NC State University Dwain earned his MBA from Duke University,

Dwain began successful roles in sales and sales management for several major computer manufacturers. While serving multinational clients in the IT arena, Dwain's industry experiences ranged from manufacturing and utilities, to software. Desiring a more entrepreneurial environment he worked with several new technology start-up ventures as VP Sales & Marketing in the customer information, configuration, and quoting in the telecom/device synchronization software business.

Dwain formed his own firm to market, customize and implement SFA/CRM systems to small/medium sized selling organizations. He recently joined Howard and SalesCue because of their mutual passion for sales process, forecasting and methods improvement for sales organizations in the complex selling environment.