

An Overview of Gil Cargill's Speaking Topics and Background



Creating Sales Management Excellence

8939 S. Sepulveda Blvd., Suite 318 • Los Angeles, CA 90045 • 310-305-7198x111 • Fax 310-861-5819

www.gilcargill.com

Biography

Gilbert E. Cargill

After concluding a spectacular sales and management career at IBM, in which he led his sales team from a dead-last rating among 220 branch offices to first place in less than a year, Gil Cargill launched his own consulting practice in 1978. Cargill Consulting Group, Inc. was built on the same strategies that produced Cargill's outstanding sales results at IBM.



Gil Cargill has spent the past 33 years as a consultant, speaker and trainer helping thousands of businesses achieve dramatic and permanent improvements in sales productivity. Cargill has taught salespeople across diverse industries the importance of developing sales processes, the advantages of implementing new technology, and the benefits of tracking sales performance.

Cargill is a frequent speaker at national conventions and meetings of Vistage International, formerly The Executive Committee (TEC), and has been consultant to such organizations as Arthur Andersen, Toshiba, ComputerLand, Micro Age, Apple Computers, Borg Warner Weyerhaeuser, and many thousands of growing small-to-medium businesses.

In 1996, *Sales & Marketing Management* magazine named Gil Cargill one of the "Top Six Speakers in the Country", and *Successful Meetings* magazine listed him as one of the "Hot 25 Speakers to Watch For." Cargill has received numerous other awards/recognitions and is frequently quoted in leading sales and management publications.

Thirty-three years of success in both sales consulting and sales training is proof that Cargill's style of delivering information and defining proven sales processes has helped his audiences understand that there are better, more profitable ways to perform their sales tasks.

***Gil Cargill is the consultant and sales trainer to hire,
if you want to put your competitors out of business.***

Speaking Topics

- **Building a World-Class Sales Force:** This presentation can be delivered in any length (from 60 minutes to three hours). It instructs sales managers and executives on how to identify, quantify and prioritize sales productivity obstacles, as well as how to implement changes in their sales force to reduce or eliminate these obstacles.
- **World-Class Selling:** If we don't measure our sales and marketing efforts, it's impossible to control the results. This presentation shows salespeople how to consistently and predictably exceed their personal sales goals by building a quantified sales process and managing their activities. This approach is guaranteed to reduce the cumulative stress associated with uncertain earnings.
- **Finding & Fixing Hidden Sales Productivity Obstacles:** Most sales forces follow processes first documented in the late 19th century. Consequently, finding, acquiring and retaining customers is one of the least efficient but most important activities of any sales organization. This presentation shows where to look for the productivity and profitability bottlenecks that are inherent in following outdated processes. Session participants receive a checklist to use in comparing their company to those that achieve optimum results by using optimal sales and marketing processes.
- **Recruiting and Hiring a Sales Force That Sells... Profitably:** Recruiting and hiring a sales force is the most critical and least understood sales management task. Companies lose millions of dollars annually due to the fact that, in the past, they have hired salespeople who are underperforming. This presentation highlights my proven Sales Simulation Interviewing Process. Only by simulating the sales environment can an interviewing manager clearly assess the behavior and responses of candidates. Session participants learn how to develop a transition plan for guaranteeing profitable recruits.
- **Results-Oriented Selling Skills:** This skills training program can be delivered in 1½ to 3 days. Participants will examine the skills they use in day-to-day selling activities and will learn how to change customers' buying habits. Some of the skills highlighted in this course include prospecting, collecting data, writing proposals, giving demonstrations and presentations, closing, and negotiating.
- **Marketing to Differentiate Your Product/Service:** In today's competitive business world, it's very easy for customers to think all products/services in a given industry are alike. As a result, their purchase is based primarily on price, which can significantly damage profit margins. This presentation details methods for marketing more effectively and implementing micro-marketing centers within each territory, office or region to increase productivity.

Speaking Topics

- **Managing Today's Sales Force:** Downsizing, technology, and workforce changes in the workforce have produced significant challenges for today's sales manager. This presentation shows how to gain control of the sales processes, manage salespeople more effectively, and build a sales organization that produces consistent, predictable and profitable results.
- **Reengineering Your Sales Force:** This presentation also stresses the importance of measuring sales activity to produce predictable results. This topic focuses on defining and documenting the sales process, incorporating measurable benchmarks, and the benefits of a process-oriented approach to the entire organization.
- **The Pitfalls & Pratfalls of Sales Automation:** *Forbes* magazine estimates that 60% of all automation projects go off-track and fail, but those that do succeed increase productivity by as much as 45%. Technology works if, and only if, it is implemented properly. This humorous and insightful presentation shows what can go wrong as well as what should be done before, during, and after implementing sales force automation technology.
- **Selling With, Not Against, Independent Channels:** Selling through independent channels has become a vital strategy for many businesses today. Unfortunately, many sales organizations find themselves in direct conflict with their independent channels. This presentation for managers addresses the steps for recruiting and managing independent dealers, manufacturer reps, sales agents, and value-added resellers.

Cargill can address these and many other sales topics. All speeches can be tailored to your specific time requirements, agendas, and business issues. Regardless of which presentation you choose, the underlying truth remains – ***“It's not the people... it's the process.”***

Past Speaking Engagements

Vistage International / Vistage Florida / TEC Midwest / TEC Canada

Over 500 member meetings throughout U.S. and Canada

2000-Present

- Building a World-Class Sales Force
- Finding & Fixing Hidden Sales Productivity Obstacles
- Recruiting and Hiring a Sales Force That Sells... Profitably!
- Sales Acceleration Strategies for Chief Sales Officers
- Sales Acceleration Strategies for Key Executives
- Sales Mistakes CEOs Make... and How to Avoid Them

Bay Area Manufacturers Association

B.A.M.A. Annual Dinner & Board Meeting; Clearwater, FL

January 2011

- Finding and Fixing Hidden Sales Obstacles

National Association of Chemical Distributors

NACD Annual Meeting; La Quinta, CA

December 2010

- Finding and Fixing Hidden Performance Obstacles

Office Furniture Dealers Alliance

OFDA 2010 Dealer Strategies Conference; Bonita Springs, FL

October 2010

- How to Recruit and Hire Novices That Sell... Profitably
- Finding and Fixing Hidden Sales Productivity Problems

Ticomix, Inc.

Ticomix GoldMine Summit; Rockford, IL

June 2010

- Start Mining More Gold with Your GoldMine Software!!

Office Furniture Dealers Alliance

OFDA 2009 Dealer Strategies Conference; Austin, TX

October 2009

- Road Map to Accelerating Your Sales Results in Challenging Times

Association of Independent Compressor Distributors

AICD Annual Membership Meeting & Exhibition; Santa Fe, NM

May 2009

- Sales Acceleration Strategies for the 21st Century

National Association of Chemical Distributors

NACD Annual Meeting; Phoenix, AZ

December 2008

- Sales Mistakes Managers Make and How to Avoid Them
- Manage Activities and You Manage Results

Gift and Home Trade Association

GHTA Annual Conference; Fort Myers, FL

November 2006

- Sales Mistakes Channel Partners Make and How to Avoid Them

Past Speaking Engagements

- National Association of Computer Consultant Businesses*
NACCB Annual Conference; Los Angeles, CA **November 2005**
- Building a World-Class Sales Force
- Newspapers First*
Newspapers First Conference; Anaheim, CA **September 2005**
- Prospect and Prosper: Don't and You Won't
- American Press Institute*
Advertising Leadership Seminar; Reston, VA **April 2005**
- Inspect, Don't Expect: Maximizing Sales Force Productivity
- Institute of Management and Administration*
Sales & Marketing 2005 Conference; Chicago, IL **March 2005**
- Don't Overpay for Underperformance: A Profitable Transition to New Pay Structures
- docSTAR Document Management*
docSTAR Dealers Convention; San Antonio, TX **October 2004**
- Gaining Timely Access
- American Press Institute*
Advertising Leadership Seminar; Reston, VA **September 2004**
- Inspect, Don't Expect: Maximizing Sales Force Productivity
- National Association of Broadcasters*
2004 Hundred Plus Exchange; Phoenix, AZ **September 2004**
- Rolling Out the Sales Process: Expect and Identify
- Business Technology Association*
BTA Expo 2002 **November 2002**
- Building a Franchise Model Dealership
 - Activity-Based Management
 - Overpaying for Underperformance
- Maximum Potential, Inc.*
Reaching for the Max Distributor Conference; Eagan, MN **September 2002**
- Increase Your Selling Power
- QuotaMais 2000 Sales Executive Meeting*
Sao Paulo, Brazil **February 2000**
- Building a World-Class Sales Force

Past Speaking Engagements

Fluid Power Distributors Meeting

Acapulco, Mexico

- Building a World-Class Sales Force

Konica Worldwide Dealers Meeting

Orlando, Florida

- Closed-Loop Marketing

"Heading for Recovery" Conference

Montreal, Quebec – Canada

- Creative ideas for Business Development
- Business Development: The Last Frontier for Profitability in the '90s

DCI's Field & Sales Force Automation Conference

Boston, Massachusetts; Toronto, Canada

- Building a World-Class Sales Force
- Business Development: The Last Frontier for Consistent, Predictable and Profitable Growth

CableTime / VPI Communications

College Station, Texas

- Activity-Based Sales Management

SCS/Compute – National Sales Conference

St. Louis, Missouri

- Results-Oriented Selling

Pitney Bowes National Training Center

Peachtree City, Georgia

- It's Not the People... It's the Process

Business Technology Association – BTA Expo 97

Las Vegas, Nevada

- Selling in a Connected World

DCI's Field & Sales Force Automation Conference

Chicago, Illinois

- Building a Better Sales Process

Other conventions or events where Gil Cargill has appeared include:

- **Apple Computer Dealers Meeting**
- **ComputerLand Franchisees Meeting**
- **Power Selling Convention**
- **And many more**

Speaking References

Steve Quandt
Columbus Chemical Industries, Inc.
Columbus, Wisconsin
(920) 623-2140 x112

Cindy Rudovich
Creative Lodging Solutions
Atlanta, GA
(770) 982-9437

Tim Coco
Quality Automation Systems
Santa Ana, California
(714) 210-0777 x201

Jerry Koutavas
The ASCII Group
Bethesda, MD 20814
301-841-4654

Gil Cargill has also been prominently featured in many magazines including *Reseller Management*, *Sales & Marketing Management*, and *Successful Meetings*.

