

Terry James Russell

Russell and Partners

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Is this you?

In the Wireless Telecom Industry? Focused B2B? Want to grow sales? Decrease costs?

If the answer is yes then consider working with an experienced, well connected in North America, consultant. Terry Russell offers support by providing sales management expertise on a contract/project focused basis.

Russell and Partners was established to serve clients who require a senior leader to “hit the ground running” and provide immediate results. Terry’s deep experience, industry network and reputation as a collaborative, fair, supportive, developmental leader led to a succession of senior roles with a variety of clients.

What Terry can do for Your Company (choose your priorities!):

- ✓ Leadership, coaching, measurement and development of the sales team
- ✓ Develop, retain and recruit a best in class sales team
- ✓ Establish objectives and sales targets, and develop and execute a plan to meet the targets
- ✓ Review and implement sales compensation packages
- ✓ Develop and implement sales tracking forecasting and management systems-Sales Funnel, Prospect and Quotation Tracking, Strategic Account Management, 30/60/90 day report, Weekly Call Report
- ✓ Assess, develop, train and coach sales representatives
- ✓ Conduct sales meetings with the team
- ✓ Work with each sales representative to develop strategic accounts and penetrate them
- ✓ Make sales calls and presentations with the sales representatives and coach them for improvement
- ✓ Develop and maintain relationships with key customers
- ✓ Assess markets and account assignments to ensure maximum coverage and penetration
- ✓ Ensure a spirit of cooperation and team work amongst the sales team and the rest of the organization

How Terry is Described:

Practical, get it done, growth oriented executive and leader with years of ongoing success in both small and large companies (and a sense of humour) throughout Canada and the United States. Successful at building and maintaining strong customer relationships at all levels. Consistent in developing and executing successful plans and achieving above expectation revenues, profit and growth. Experienced at developing high performing teams from the ground up.

Key Companies Terry has worked for in Senior Roles; Motorola, Rogers Cantel (Paging), DataCard, NPC Corp., Sinclair Technologies Inc., Maxrad Inc., PCTEL Inc. & Hutton Communications.

Specialties:

- General Management
- Sales Management
- Distributor Management
- Channel Management
- Business Development

Call Terry today to discuss your requirements and an approach that suits you and your company.