

# SMOOTH SELLING FOREVER

Charting Your Company's Course for Predictable and Sustainable Sales Growth

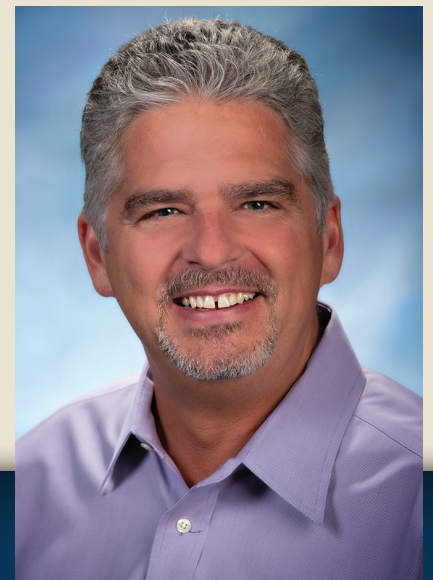
BOOK CRAIG TO SPEAK TO YOUR  
BUSINESS AND SALES LEADERS.

## Your Sales Should Run Like Clockwork

This half to full day interactive workshop is specifically designed to address the sales growth challenges small and mid-size companies face. Participants will learn the **12 Reasons Your Company's Sales are Not Growing as Expected**, along with the three foundational elements . . . Strategy, Systems and People . . . and the 8 Great Components in each foundation element that should be taken into consideration in creating an effective **Strategic Sales Plan**. At the end of the workshop you and your team will have an action plan to create the foundation for significant, predictable and sustainable sales growth.

Craig Lowder, author of *Smooth Selling Forever*, is a sales-effectiveness expert with a thirty-year track record of helping owners of small and mid-size companies achieve their sales goals. He is the president of MainSpring Sales Group, which assists businesses in need of a strategic sales leader on a part-time contract or project basis to develop and execute a sales strategy, develop sales process and performance management systems, and ensure sales execution. Lowder has worked with over fifty companies and increased first-year annual sales from 22 to 142 percent. He has worked for three Fortune 100 companies: Monsanto, Lucent, and CenturyLink.

He speaks extensively on the topics "Smooth Selling Forever" and "Your Sales Should Run Like Clockwork" for many groups and associations such as Vistage International, which is the world's largest CEO peer-to-peer association, and the Turnaround Management Association (TMA).



For booking information call or e-mail Craig at:  
630-649-4943 • [clowder@mainspringsales.com](mailto:clowder@mainspringsales.com)



Craig's track record speaks for itself  
... here are some of the results he has  
helped clients achieve:

- Increased annual sales for a communications technology company from \$9.9 million to \$21.6 million in two years, while increasing sales productivity by 65% and expanding the sales pipeline by 332% to \$35.8 million over the same period of time.
- Achieved 108% of sales plan for a \$21 million software technology company in year one and 113% in year two, resulting in the sale of this privately owned company.
- Grew revenues for a \$1.9 million office equipment restart by 157% to \$5.2 million, increased gross margins by 32% (9.5 margin points) and improved EBITDA by \$616,383, while improving return-on-sales to 8.8% from -7.8% over a three-year period.
- Increased sales for a \$1.8 million communications technology restart by 142% to \$4.7 million within six months, resulting in the sale of this privately owned company.
- Developed and launched a new sales strategy for a \$175 million wholesale distribution company that achieved 122% of sales plan, increased gross margins by 12% and reduced sales expenses by 16% over a six-month period, resulting in the sale of this private equity owned company.

## PRAISE FOR CRAIG LOWDER

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*"There are an awful lot of business consults roaming the highways these days, so finding one is not very hard. However, finding one that provides true value and works the way you want him to is very, very hard to do."*

*"After about eight years of looking, I discovered Craig. Man, have I been happy ever since. Our business has grown and so have I. Craig is not only knowledgeable, but he is also flexible with his approach and ideas. Find that with another consultant!"*

ROB WENZ, CEO, VISIONFRIENDLY.COM

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*"If you are serious about growing your business, talk to Craig. He assesses your situation quickly and pinpoints the areas to focus on to give you the best results. His insights from years in business are invaluable. If anyone can help you get your business to the next level, it's Craig. Hire him before your competition does."*

CHRIS WEBB, CLU, CLTC, PRESIDENT AT WEBB FINANCIAL GROUP

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*"SMOOTH SAILING FOREVER by Craig Lowder is a No BS, easy to follow handbook on how to create "Significant, Predictable and Sustainable Sales Growth" that will become required reading for all of my CEO Vistage Members. The book is a great read filled with wonderful real life business success stories and easy to use "Tools, Systems and well-designed Forms" that readers will be able to understand and begin to use immediately. Thank you, Craig for your gift and willingness to share your experience, knowledge and "Intellectual Property" with the Business community. You are a living example of the undeniable truth that "Leaders Give and Givers Get!"*

DICK SMITH, CHICAGO VISTAGE CHAIR AND HOST OF GAME BREAKERS RADIO SHOW - AM/560 THE ANSWER