

**CXO Forum
December 11, 2008**

Don't forget: 7:30 to 7:45 am - Networking continental breakfast
7:45 to 8:00 am - The **CEO Roundtable** - discuss your specific issues with your colleagues

CEO UPDATE – Igniting Corporate Growth

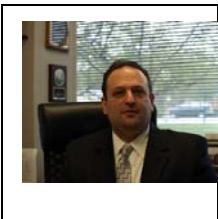
This program will focus on immediate & usable tools for the successful growth of your business.

Revenue is the Cheapest Form of Capital

While the necessity for growth is critical for the survival for your company, in today's tough economy the solution to tight cash flow is to streamline the sales process. In every company every moving part must be aligned for growth so that the company can scale.

Ken Wolff, founding partner of Achievence, will lead us through the processes he has come to know and practice for sales acceleration that have worked for hundreds of companies, many of which are high tech companies and service providers to the Federal Government.

Our Distinguished Panelist



Ken Wolff
Founding Partner - Achievence LLC

Ken Wolff is an experienced consultant and entrepreneur. Achievence is his third business, founded in 1997. Prior to Achievence, Mr. Wolff built Wolff, Martin and Associates, a consulting and outsourcing firm which he sold in 1995. A seasoned sales executive, Mr. Wolff developed and trademarked innovative sales methodologies for Achievence such as Sales CPR and GASP, (Generally Accepted Sales Principals). After studying many of the great sales methodologies used today including Enterprise 1 to 1, the New Strategic Selling, Consultative Selling, Solution Selling, SPIN and others, Mr. Wolff, at the request of his first client, founded Achievence to act as a sales accelerator.

Achievence has now served over 300 companies in the United States, PAC Asia, Central and South America, Middle East and Continental Europe. Mr Wolff's clients include Deutsche Post Global Mail, American Express, ESS, SAIC, Rolls Royce, Morgan Franklin and PricewaterhouseCoopers as well as some fast growth businesses such as Red Hat Linux and BrainBench. He has also worked with many major professional services firms on strategy, competitive positioning, messaging, compensation, CRM, BD training and strategic planning.

Mr Wolff is a regular speaker on sales and business development strategy issues and referral program development and implementation. He is a certified behavioral analyst and has developed much of Achievence's recruiting and hiring methodologies along with their behavioral selling system.

Mr Wolff will bring his many years and methodologies for sales acceleration to the CXO Forum.

Our Organizers & Moderators:

Howard Arnold, Partner, Achievence, LLC

We hope you will be joining us for the December 11th CXO Forum – Bring a Guest

TIME: 7:30 to 7:45 am - **Networking**
7:45 to 8:00 am - **CEO Round Table**
8:00 to 9:15 am - **Forum**

Our Location: **Cherry, Bekaert & Holland, 1934 Gallows Road, 4th Floor, Vienna, VA 22182**
Tel: 703 506 4440

**Join Us
For These
Future CXO Forums**

Date	Topic	Organizer	Panelists
12/11/08	CEO UPDATE - <i>Igniting Corporate Growth</i>	Howard Arnold	Ken Wolff Partner, Achievence, LLC Howard Arnold
1/8/09	CEO UPDATE - <i>"After the meltdown, what do you do with your money, personal & corporate"</i>	Jim Handlon CEO, Bottom Line Partners	To be determined
2/12/09	CEO UPDATE - <i>"Managing Your Company in a Recession Environment"</i>	Clark Childers Cherry, Bekaert & Holland	To be determined
3/12/09	CEO PERSONAL TOOLBOX - <i>Executive Level Presentations</i>	Bob Morgan President, Bottom Line Partners	To be determined
4/9/09	CEO UPDATE - <i>Strategic Incentive Compensation</i>	Clark Childers Cherry, Bekaert & Holland	To be determined
5/14/09	CEO UPDATE - <i>Technology – Your Best Friend</i>	Jim Handlon CEO, Bottom Line Partners	To be determined
6/11/09	To be determined	To be determined	To be determined
7/09	Summer Break		
8/09	Summer Break		

All CXO Forums:

Date:

2nd Thursday of the month (except where noted)

Time:

7:30 am to 9:15 am

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