

MARCH 2013

# Driving More Revenues: Getting Marketing & Sales Results

## Organizers

**Jim Handlon**, CEO, Bottomline Partners  
**Jim Schleckser**, CEO, Inc 5000 CEO Project

## Co-Presenters

**Jim Schleckser**, CEO, Inc 5000 CEO Project  
**George O'Hare**, Global Business Development Executive

Small & medium size businesses have many challenges to compete against the "Bigs", sell and deliver products & services more effectively than others, and grow your business more rapidly than other competitors. As a CEO of a small business, this CXO Forum session focuses upon unlocking some of the special secrets of marketing & selling success. You will discuss with two leading executives and S&M experts how to structure S&M in early stage & larger companies, how to build & sharpen your competitive advantages, how to be the best in relationship selling, and many other S&M "insider" secrets. You will be thrilled you attended this session. It is positioned to be one of our best, most powerful "insider secrets" sessions ever.

Topics of discussion include:

1. Early stage company sales & marketing structuring & build-out
2. How sharpen your competitive advantages to win more
3. Relationship selling & customer "stickiness"
4. How to compete against the "Big Boys" and win more
5. Account management "secret success tips"
6. Customer messaging & expectation management critical facts

## ABOUT OUR PRESENTERS

### Jim Schleckser

Jim, CEO of Inc 5000 CEO Project, is a firm committed to the improvement CEOs of middle market companies. With over 25 years of leadership in technology businesses, mergers and acquisitions, engineering, sales and marketing, he brings experience in managing organizations in both public and private environments across many functional areas to the table. His experience has ranged across multiple industries including semi-conductor, electronic components, automotive, polymers, medical, capital equipment, instrumentation, controls, HVAC, and analytical laboratory & telecommunications.



CXO Forum 12-13 SERIES

JOIN US!

THURSDAY,  
MARCH 14,  
2013

7:30am to 8:00am  
Networking and  
Continental Breakfast

8:00am to 9:00am  
CXO Forum  
Panelist(s) Presentation

9:00am to 9:15am  
Burning Issues

*Discuss your specific  
issues and challenges  
with colleagues and  
fellow CXO members*

**Location**  
Cherry, Bekaert, &  
Holland  
1934 Old Gallows Road  
4th Floor  
Vienna, VA 22182  
703-506-4440  
For directions, visit  
[www.CXOForum.com](http://www.CXOForum.com)

**CXO Forum**

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## Upcoming CXO Forum Presentations

The Art of Networking .....	April 11, 2013
Tax Laws for Small Business.....	May 9, 2013
Financing Growth: Sources and Types of Capital (Debt vs. Equity).....	June 13, 2013

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**Jim Schleckser, continued**

Jim has successfully built, acquired and lead several companies, including businesses with operating business units with multiple sites across four countries. This international group grew by over 300% under his leadership. Most recently, Jim was responsible for the \$250 million telecommunications business of Spirent PLC.

The author of over a score of published technical papers and articles, Jim holds a Bachelor of Chemical Engineering from the University of Delaware and an MBA from the U Conn. He is a past member of the board of directors of the Telecommunications Industry Association and the advisory board of "Telecommunications" magazine. He is active as Immediate Past Chair of the Board of Junior Achievement-National Capital Area, a Member of the Potomac Officers Club and NoVA Tech Council. He is listed in "Who's Who in America" and "Who's Who in the World" and is a certified as one of 600 active Malcolm Baldrige National Quality Award Examiners in the United States.

He is a soccer player, scuba diver and serial marathoner. He resides in Potomac, MD with his wife & two children.

**George O'Hare**

George, a Global Sales & Marketing Executive, has over 25 years experience in S&M management and leadership of major accounts and federal & civilian portfolios for both the global "Bigs" and smaller organizations. Some of George's global S&M roles have included Siemens, Northrop Grumman, Citigroup, Xerox, and Océ North America (acquired by Canon).



George's distinguished S&M accomplishments are many including Xerox President's Club (20 times), architect and implementer of the renown (1) SPEI (Strategic Partner Education Initiative) program and (2) TRSAM (Trust-Based Relationship Selling & Account Management) programs. He is one of the S&M industry's most highly recognized global experts in teaching PSS (professional selling skills). George has a business results track-record of consistently growing revenues within his leadership cone of responsibility by 50% or more for 20 consecutive years.

He has a JD degree from Univ. of Baltimore School of Law and a BS degree in Business Management from Southeastern University. George lives in Potomac, MD with his wife, has two children, and is an avid golfer & serial marathon walker.

**CXO Forum**



Bring a Guest!

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