

# Steve Waterhouse

With over 20 years experience in sales and sales management, Steve Waterhouse helps companies overcome the obstacles of a complex sale. His original TeamSelling™ Process turns a company's sales process into a faster, more efficient, less costly system from the top down.

# Team Selling!

## Customized TeamSelling™ Programs

Steve works closely with you to customize a program perfectly suited to your company's unique challenges and goals. Here are three of Steve's most popular TeamSelling™ programs. Each is available in Keynote or Seminar length.

### Picking Up the P.A.C.E.

#### *Plan, Analyze, Coordinate and Execute*

Major opportunities require organized efforts. Designed for experienced sales professionals, this high-content program shows you how to build the foundation for the TeamSelling™ effort. Fast-paced and practical, you will learn how to turn your individual sales talent into a coordinated, precise team aimed at growing profits.

### Ending the Blame Game

#### *From the Inside Out*

Productivity down? Certainly an environment of mergers, acquisitions, and significant market shifts affect sales and spirits, but how much of your productivity is hampered by internal conflict and blame? Learn how to identify blame, its power to erode any sales effort, and how to attack its destructive power. With a little fun and a lot of insight, your sales team will increase sales with renewed peace and productivity.

### Value Scope

#### *The power-tool for maximizing your sales advantage*

Major sales are won or lost on the customer's perceived value of your offering. The Value Scope™ is the ultimate tool for maximizing your value with any account. Introduce your team to this powerful, practical tool with Steve's motivating and high-content keynote. This program is a great way to build sales at major accounts.



Steve Waterhouse, CSP



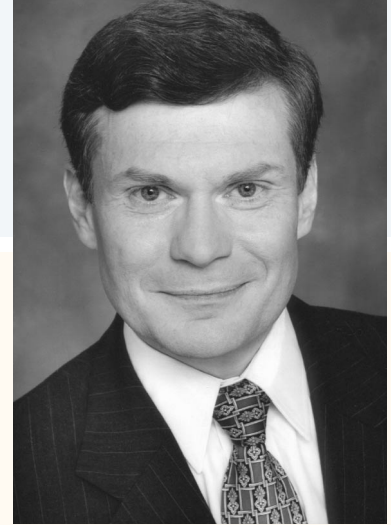
To learn more about the Waterhouse Group and its original TeamSelling™ Programs, call 800.57.LEARN or e-mail [info@stevewaterhouse.com](mailto:info@stevewaterhouse.com)



*Putting The Force Back Into Sales*

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Steve Waterhouse is recognized world-wide as the expert in complex and technical sales. An engineer on the successful Patriot Missile project, Steve went on to lead the Vortech Corporation in a 300% turn-around in less than two years. Able to apply his knowledge to a wide spectrum of fields, Steve works in telecommunications, pharmaceuticals, computers, software, chemicals, robotics, financial services and more. His highly personal, candid, and entertaining style quickly builds rapport with any size audience. Steve's experience comes alive in his dynamic stories, making his message vividly memorable and applicable to any sales endeavor.



## What Clients are Saying...

“Your entertaining and approachable delivery opened up a group that does not always respond well to sessions like this.”

*Ken G. Waltz, President  
Coca Cola Bottling Company United*

“Steve's integrity, enthusiasm and know-how make him a powerful force in sales. Steve not only aimed us in the right direction, he showed us how to get there quickly.”

*Phil Pasho, Founder and CEO  
Vortech Corporation*

“Thank you very much for helping us improve our TeamSelling™ skills. Our sales reps and managers enjoyed your program...it has already changed behavior in our region.”

*Holly Van Hart, Region Director  
Sun Microsystems*

“It's clear our people felt you connected with their world and provided practical ideas to work together.”

*Robert E. Walsh, VP of Sales & Marketing  
Midwest Visual Communications*

“We are all better off because of Steve. His understanding of our business made a huge difference. Steve always challenged us to continually improve and be at our best. I cannot say enough about his contribution to our team and company.”

*Asmar Madyun, Manager of Computer Services  
AT&T*

Steve's TeamSelling™ Programs show companies how to coordinate internal and external resources to sell more, sell faster and at a lower cost. TeamSelling™ results in happier, more committed, clients and employees. Here are just a few of our clients:

AT&T	Boston Scientific	Nortel	Chrysler Corporation
Lucent Technologies	ACCO Worldwide	Coca Cola Bottling	Olin Chemical
Case Equipment	EDS	US Army	AMS
Countrywide Home Loan	Xerox Corporation	US Marines	Future Brands
Monsanto	United Airlines	Hanover Insurance	Sun Microsystems