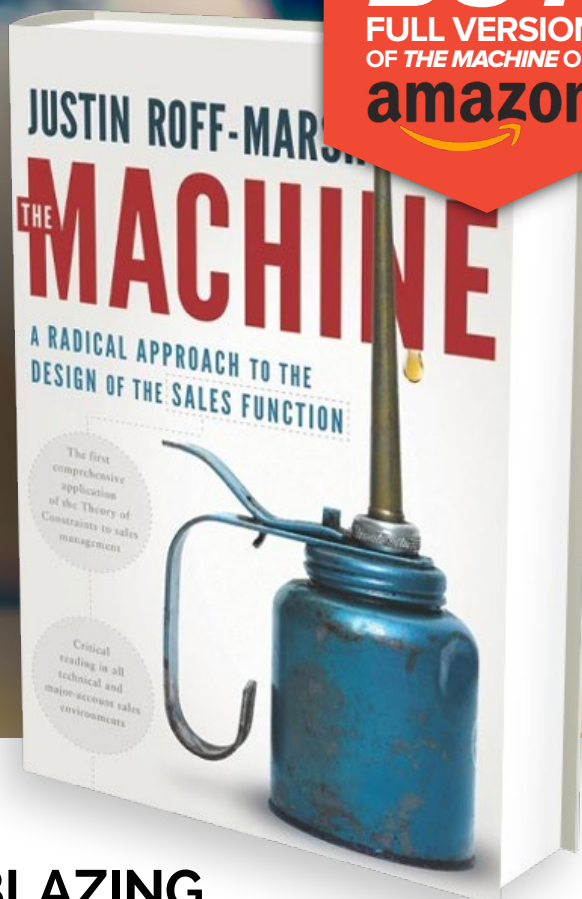


# JUSTIN ROFF-MARSH

## THE SALES CONTRARIAN

[justinroffmarsh.com](http://justinroffmarsh.com)



## JUSTIN ROFF-MARSH: TRAILBLAZING SPEAKER, REVOLUTIONARY MANAGEMENT CONSULTANT... GROWTH ADDICT

Justin Roff-Marsh is the thought leader in Sales Process Engineering, a radical new approach to the management of the sales function. As both a consultant and a speaker, he brings his insights and groundbreaking ideas to large and Fortune 100-level organizations, and to SMEs throughout North America and across the world.

Over the last 20 years Justin has delivered keynotes and seminars at conferences, retreats, and meetings of organizations including GE Energy, Swagelok, Vistage International, Entrepreneurs' Organization, Tech Accelerator Groups, AA-ISP and University of Texas. His ideas have also been featured in top-tier media outlets including Business Week, Industry Week and The Sydney Morning Herald. He is also author of the widely praised book 'The Machine: A Radical Approach to the Design of the Sales Function.

With a track record of helping leaders transform their revenue in a short period of time, Justin has earned a reputation as a growth-addict. Justin is also the President of Ballistix, a management consultancy based in USA and Australia, and is editor of the Sales Process Engineering blog.

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**Consulting:** [ballistix.com](http://ballistix.com)

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# REENGINEERING THE SALES PROCESS

## YOUR SALESPEOPLE: FOUR APPOINTMENTS A DAY; FIVE DAYS A WEEK.



In his most-requested keynote presentation, Justin takes his audience on a journey: from the wasted energy and flawed logic of today's typical, outmoded sales function, to the 18th-century artisan's workshop, onto the factory floor of a highly efficient manufacturer, through the myths and sacred cows that hold revenue back, and all the way to the new sales process. This is Sales Process Engineering.

Justin exposes how sales processes have failed to keep up with progress in technology and production methods across the industrialized world, comparing the modern sales person with the typical artisan of the 18th Century.

He then takes his audience through the catalog of myths and smokescreens that have allowed this to persist—even in today's high-tech economy.

When Justin presents, in plain English, how much potential revenue is squandered every hour of every day in organizations across the world, leaders typically want to start revolutionizing their organization straight away. But wait, he's only getting started.

Not only does Justin highlight with the utmost clarity how the sales process in most organizations is needlessly dysfunctional, he also equips participants with a set of principles and a methodology that will transform sales performance—and revenue—within

six months. In fact, most audience members start benefiting immediately.

Justin will cover the five principles that underpin the Sales Process Engineering methodology:

- > Sales is a process like any other
- > The process requires division of labor
- > Salespeople must be empowered to do what they do best: sell
- > Sales and production must be tightly integrated
- > Performance pay must go!

To find out more about Sales Process Engineering, visit Justin's blog: [www.salesprocessengineering.net](http://www.salesprocessengineering.net)

*"We were all enthralled by Justin's presentation."*

Anna Ginters and Alana Sills,  
Applied Market Technologies

*"Refreshing, valuable, relevant, enjoyable..."*

Sergio Alderuccio, Managing Director  
Franchise Developments

*"Justin's presentation was of the highest standard: extremely informative and comprehensive. It sharpened our vision."*

Jenny Wells, Citimark

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