



Transforming
SALES RESULTS™

Advisory Services & Coaching

Guiding You Toward Your Best Performance

■ Company ■ Team ■ Individual ■

General Advisory Services & Coaching Programs

Program	Description	Investment
One-Hour Exploration	Available for trial explorations at: https://calendly.com/mikekunkle/consultinghour	\$350 USD
Group Coaching	One-hour 1:1 induction. One-hour weekly group coaching. Max of 5 per cohort.	\$35,000 USD / Year
Executive Advisory	60- to 90-minute virtual meeting/week. Email/text access for interim questions. License rights to use any IP shared to answer questions or support goals. Same-company team members welcome to join or rotate, based on projects.	\$65,000 USD / Year

POSSIBLE TOPIC EXAMPLES

- Implement The Building Blocks of Sales Enablement (annual plan, or by special quote for selected block groupings).
- Sales performance problem-solving.
- Virtual training for new business development, opportunity management, and/or strategic account management.
- Virtual deal desk to troubleshoot opportunities and strategize how to win.
- Implementation planning and change management guidance.
- Sales strategic planning, GTM tactical planning, or execution readiness and implementation.
- Sales model, process, and/or methodology redesign.
- Implementing systems (sales hiring, sales readiness, sales training, sales coaching, sales management operating systems).

Structured Programs

60- to 90-minute/week virtual meetings, interim email/text access, license rights to use any IP shared.

Program Description	Investment	Timeframe
Select a Sales Methodology (Build or Buy)	\$ 16,250.00	Defined Team, 3 months
Implement a Sales Methodology (Simple or Transactional, Short Sales Cycle)		
Implement a Sales Hiring System		
Sales Management Mastery: Implement a Sales Management System	\$ 35,000 USD	Defined Team, 6 months
Sales Coaching Mastery: A Cadence of Continuous Improvement		
Implement a Sales Methodology (Complex or Consultative, Longer Sales Cycle)		

Virtual Workshops

These are sample virtual workshops using my standard IP. Workshops can be customized. That requires a separate project that will be determined based on need and quoted separately.

Workshop Description	Investment	Timeframe
Sales Mastery: Prospecting Mastery to Drive More Leads	\$7,500 per cohort (15 max per cohort)	3, 2-hour workshops
Sales Mastery: Opportunity Management Mastery to Win More Deals		
Sales Mastery: Account Management Mastery to Grow Your Account Base		
Start or Evolve a Sales Enablement Program That Delivers Results: ▪ Prework, Book, eBook, and Virtual Workshops, with Q&A for 90 Days	\$15,000 per cohort (15 max per cohort)	5, 1.5-hour workshops
Sales Management Mastery: The Sales Management Operating System *	\$25,000 per cohort (15 max per cohort)	6, 2-hour workshops
Sales Coaching Mastery ▪ Prework, eBook, and Virtual Workshops, with Q&A for 90 Days	\$18,000 per cohort (15 max per cohort)	5, 2-hour workshops

* May involve additional projects from the Structured Programs, such as designing The Sales Hiring System, developing Sales Coaching Mastery, or solidifying other elements of The Sales Management System.



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Mike Kunkle Bio
Contact Info
References
Content

2024-2025



Mike Kunkle

Founder &
Sales Effectiveness Consultant

Transforming
SALES RESULTS™

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Mike Kunkle is a recognized expert on sales enablement, sales effectiveness, sales training, and sales transformations.

He's spent over 30 years helping companies drive dramatic revenue growth through best-in-class enablement strategies and proven effective sales transformation.

Mike is the founder of Transforming Sales Results, LLC and currently works as the Vice President of Sales Effectiveness Services for SPARXiQ, where he designs sales training, delivers workshops, and helps clients improve sales results through a variety of sales effectiveness services.

He collaborated to develop SPARXiQ's Modern Sales Foundations™ curriculum and authored the SPARXiQ's Sales Coaching Excellence™ course. Mike's book, The Building Blocks of Sales Enablement, is available on Amazon and the course is available through FFWD.

Connect with Mike & Follow His [Mostly Free] Content

Transforming Sales Results Services	https://www.mikekunkle.com/services
Transforming Sales Results Blog	https://www.mikekunkle.com/blog
The Building Blocks of Sales Enablement	https://bit.ly/BBofSE (Book in Paperback and Kindle)
BB of SE Online Course through FFWD	https://GoFFWD.com/Blocks
SPARXiQ Blog	https://sparxiq.com/author/mikekunkle
Distribution Strategy Blog	https://distributionstrategy.com/author/mike-kunkle/
Modern Sales Foundations/Sales Coaching	https://www.modernsalesfoundations.com
Sales Effectiveness Straight Talk Webinars	https://bit.ly/MikeKunkle-OnDemand (60 Free Recorded Webinars)
Mike's LinkedIn Articles	http://bit.ly/MK-LinkedInArticles
Mike's LinkedIn Profile	https://www.linkedin.com/in/mikekunkle
Other Social Links & Content	https://linktr.ee/mikekunkle

Mike Kunkle



Sample Experience (Employers & Clients)

- Sales Profession: 39 years (both B2C & B2B)
- 29 years leading sales performance improvement efforts
- 11 years leading sales consulting projects
- Technology/software companies: 10 years (3 years at a start-up)
- Financial services: 9 years
- Pharma/healthcare: 5 years
- Industrial B2B / Distribution: 4+ years
- Managed 2 P&Ls (\$8MM and \$22MM)
- Led departments of up to 30 FTE
- Served sales forces from 5 to 6,000 FTE
- Roles/titles: sales training, sales effectiveness, sales performance development, sales management development, sales enablement – at manager, director & VP levels

Sample Results

- Decreased new-hire sales rep ramp-up time by 23%, 34%, 47%, 52%
- At 120 days, new reps outsold a control group of 5-year reps by 21%
- \$398MM YoY revenue increase, \$9.96MM net profit increase
- Increased sales/rep in the 90 days after training by 2.3/month – average increase of \$183k/class or \$36.6MM/year
- Improved average profitability/new reps by 11%
- Improved win-rates by 16%
- Increased quota attainment by 36% YOY

What Others Are Saying

"When I Think Of Sales Enablement, I Think Of Mike.

"He is, by far and without a doubt, the most knowledgeable person I know on the subject. If you need someone who will thoughtfully, thoroughly and strategically help you drive sales improvement, Mike is the right person for the job. There isn't a person I know in the sales community who doesn't respect what Mike has to say about the art and science of selling. He is a true master craftsman in the area of sales and I look to him for guidance regularly.

High Growth Revenue Executive and Advisor



Tom Williams



Sean Burke

"One Of The Brightest Minds In The Sales Profession Today!"

He is a thought leader and sage whose advice is respected and counsel admired within the sales, marketing and training professions at all levels of an organization. If you follow Mike's writings and presentations you will be enriched by their depth and breadth. They are clear, compelling, comprehensive and entertaining. It's impossible to walk away without learning something new.

Sales Strategist, Advisor, Speaker and Writer

A sampling of industry recognition:

- <https://business.linkedin.com/sales-solutions/blog/sales-leaders/2018/12/15-influential-sales-professionals-to-watch-in-2019>
- <https://ambition.com/blog/entry/2017-11-02-100-world-class-sales-coaches-and-trainers/>
- <https://www.treeline-inc.com/blog/1187-top-50-sales-influencers-you-need-to-follow-now.html>
- <https://lab.getapp.com/top-sales-experts-linkedin/>
- <https://thedailysales.net/the-top-50-sales-experts-influencers/>
- <https://now.iseeit.com/top-100-most-innovative-sales-bloggers/>
- <http://www.knowledgetree.com/blog/2015/04/30-top-sales-enablement-thought-leaders/>
- <http://blog.getbase.com/50-sales-pros-to-follow-on-twitter>
- <http://www.ringdna.com/blog/sales-influencers-to-follow-on-twitter>



Connections: 13,000+
Followers: 208,000+
Recommendations: 66

What Others Are Saying

Other Recommendations, Visible on LinkedIn: <https://www.linkedin.com/in/mikekunkle>



David Mantica

VP and General Manager at SoftEd

May 30, 2018, David managed Mike directly

Mike is a respected, sought-after, and admired sales enablement and sales transformation expert. His depth of understanding around complex business to business sales process is unrivaled. His eye for detail together with his deep understanding of complex business processes allows him to see challenges and issues that others don't; he sees the mouse in the corner while everyone else is thinking it is the elephant in the room.

Mike was instrumental in the start-up and roll out of Fast Lane Digital, a division new to Fast Lane Training and Consulting. He developed the sales transformation practice and productized solutions to help companies pivot their selling processes, procedures and systems in the face of Digital Transformation.

I would highly recommend Mike as a consultant, advisor, analyst and subject matter expert around sales enablement and sales transformation. He brings a wealth of experience and will quickly analyze your current situation and provide very prescriptive solutions to correct the challenges you face offering you a strong pathway to future success.



Tracy Ross

Learning and Performance Strategist, Sales Enablement Leader

May 26, 2018, Tracy was a client of Mike's

It has been a pleasure to work with Mike as we are transforming our Sales Enablement strategy for the Global Internet of Things (IoT) Sales Group at Intel and scaling our IoT Sales Champion Program to identify internal sales professionals with the potential to be high, or even elite, performers. Mike brings a design thinking perspective to the table that I truly appreciate. He asks intelligent questions to guide you through the process and craft a solution to get the results you need. Pair that with his years of experience in sales enablement and IoT, and you get a rare resource. While we are still in the early stages of rolling out the IoT Sales Champion Program, we have already have anecdotal data that our updated sales methodology is breaking through barriers to architectural conversion and improving conversations with our customers.

What Others Are Saying

Other Recommendations, Visible on LinkedIn: <https://www.linkedin.com/in/mikekunkle>



Ted Corbeill Jr

Driving revenue growth through data-driven insights, business innovation, and collaboration | Veteran

April 25, 2018, Ted worked with Mike but at different companies

As a Sales Enablement professional, I continually research Sales Enablement best practices. By far, my favorite thought leader is Mike. He freely shares very useful and actionable resources. In my new role, I'm using his comprehensive, yet concise, "Building Blocks of SE" framework as a blue print to build a SE center of excellence for.

Mike has been a great mentor and friend who generously shares straightforward advice and feedback. If you want to drive sales transformations, I highly recommend collaborating with Mike!



Chuck Searle

Vice President of Partnerships & Alliances at Brainshark

January 12, 2017, Chuck was senior to Mike but didn't manage directly

Mike is a Sales Enablement expert. He listens and understands your organizational needs, and then expertly craft solutions to improve the efficiency and effectiveness of your sales organization. He is professional and proficient in all aspects of the salespersons journey. I highly recommend Mike to any company looking to upgrade their sales process.

References



Ben



Jon



Bob

Please contact Mike first for reference contact information.

Additional references are available on request.