

Transforming
SALES RESULTS™

Advisory Services & Coaching

Guiding You Toward Your Best Sales Performance

- Company
- Team
- Individual
-

Rate Card

Time	Rate	Notes
Hourly	\$350	Ideal for short-term or limited training/consulting engagements. We do not do time-tracking.
Daily	\$2,500	Best for virtual or onsite workshops or short engagements.
Weekly	\$12,000	Suitable for embedded work with a team on special projects less than a month
Monthly	\$45,000	Strategic transformation projects or multi-month engagements.

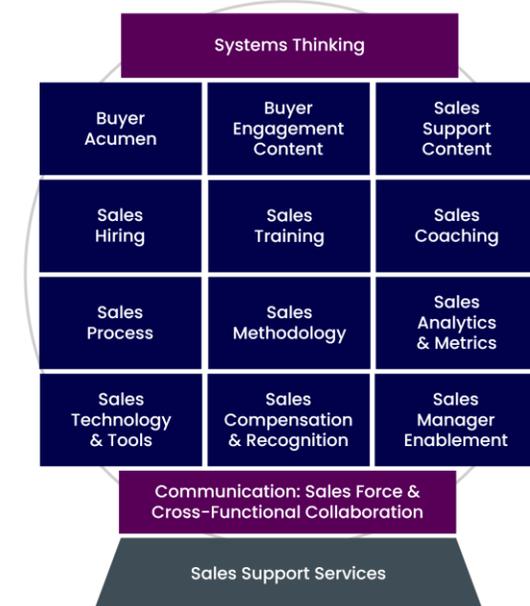
General Advisory Services & Coaching Programs

Program	Description	Investment
One-Hour Exploration	Available for trial explorations or sporadic, as-needed meetings.	\$350 USD
Group Coaching	One-hour 1:1 induction. One-hour weekly group coaching. Max of 5 per cohort.	\$61,200 USD/Year \$5,100/Month Trial
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.	\$90,000 USD/Year \$7,500/Month Trial

POSSIBLE TOPIC EXAMPLES

- Implement The Building Blocks of Sales Enablement (annual plan, or by special quote).
- 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).

The Building Blocks of Sales Enablement



Structured Program Examples

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

Program Description	Investment	Timeframe
Prospecting Mastery: Drive More Leads	\$ 16,250 USD	Defined Team, 3 months
Opportunity Management Mastery: Win More Deals		
Account Management Mastery: Grow Your Account Base		
Start or Evolve a Sales Enablement Program That Delivers Results		
Select a Sales Methodology (Build or Buy)		
Implement a Sales Methodology (Simple or Transactional, Short Sales Cycle)		
Implement a Sales Hiring System		
Sales Management Mastery: Implement a Sales Management System	\$ 32,500 USD	Defined Team, 6 months
Sales Coaching Mastery: A Cadence of Continuous Improvement		
Implement a Sales Methodology (Complex or Consultative, Longer Sales Cycle)		

Policies and Practices

- Hourly rates apply only to periodic meetings for advice or coaching. We do not do hourly time-tracking.
- Time-based consulting is invoiced weekly, payable Net 30, except for monthly retainer.
- Monthly retainers are billed at SOW execution, payable Net 30.

Options to Consider

- Retainer for a block of time (ex: one month; one quarter) for dedicated effort.
- Partial retainer during a block of time (ex: 1 day per week; 2 weeks per month for 3 months). Time will be scheduled.
- Use time-based options above for ideation and project design phases, then move to project-based, per-project quotes (developed based on time, effort, expertise, or desired outcomes).
- Request project-based quotes for all work.

Policies and Practices

Project-Based Consulting Quotes

Project quotes are based on the estimated-time-required per-project and the hourly rates in each of the time-based categories but are quoted and billed per project. Over-runs are at the risk of the consultant, except in cases of scope change/scope creep.

Invoicing

- Project-based consulting, if less than or equal to one month, is invoiced:
 - 50% payable at project start
 - 50% payable at project completion, payable Net 30
- Project-based consulting, if greater than one month, is invoiced:
 - First month payable at project start
 - Remaining time is invoiced monthly based on SOW deliverables timetable, payable Net 30

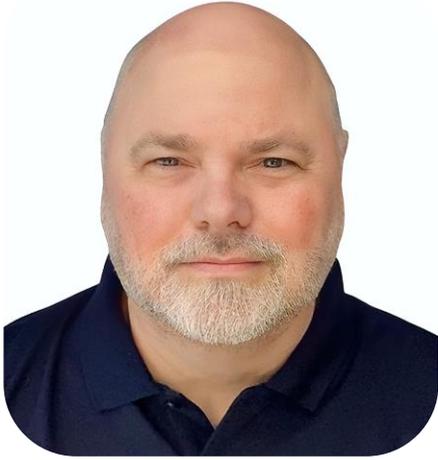
Policies and Practices

Travel Expenses

- **Preferred:** Airfare and hotel booked and paid directly/direct-bill by client. Ground transportation (typically shuttle or Uber/Lyft, unless circumstances require a rental vehicle) and meals/incidental expenses invoiced weekly, at cost, for reasonable and customary expenses, following client travel guidelines.
- **Option:** Airfare arranged by consultant, invoiced when booked, payable on receipt. Hotel, ground transportation (typically shuttle or Uber/Lyft, unless circumstances require a rental vehicle) and meals invoiced weekly, at cost, for reasonable and customary expenses, following client travel guidelines.
- Travel time is *not* billed unless one full working day or more is lost due to special travel arrangements. Billable travel time is 50% of the agreed-upon day rate.

Transforming
SALES RESULTS™

Mike Kunkle Bio
Contact Info
References
Content



Mike Kunkle

Founder &
Sales Transformation Advisor

Transforming
SALES RESULTS™

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www.mikekunkle.com/services

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 systems.

Mike is the founder of [Transforming Sales Results, LLC](#) where he designs sales training, delivers workshops, and helps clients improve sales results through a variety of sales effectiveness practices and advisory services.

He collaborated to develop SPARXiQ's [Modern Sales Foundations™](#) curriculum and authored their [Sales Coaching Excellence™](#) and [Sales Management Foundations™](#) courses. Mike's book, [The Building Blocks of Sales Enablement](#), is available on Amazon with others coming soon in 2026, starting with *The CoNavigator Method for B2B Selling*.

Connect with Mike & Explore His Content & Services

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)
Sales Enablement Straight Talk Newsletter	https://bit.ly/SalesEnablementStraightTalk
Sales Effectiveness Straight Talk Webinars	https://bit.ly/MikeKunkle-OnDemand (60+ free recorded webinars)
Modern Sales Foundations Blog	https://modernsalesfoundations.com/blog/author/mkunkle
Distribution Strategy Blog	https://distributionstrategy.com/author/mike-kunkle
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: 40+ years (both B2C & B2B)
- 30+ years leading sales performance improvement efforts
- 12 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: 7 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>

LinkedIn™

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

Vice President, Learning & Talent Development



Jon

CRO & General Manager EMEA



Bob

Vice President of Sales

Please request contact info for references: mike@transformingsalesresults.com

Additional references are available on request.