

## ORM Consulting services

Norm Galvin makes sales training fun—and he can show your salespeople how to have more fun and earn more sales at the same time. And while there are several universal principles to effective selling, Norm will customize training courses and one-on-one coaching to fit your products, your customers, your salespeople and other variables.

*“There is no tomorrow in sales.”*

### Skill inventory review

- Prospect development
- Demonstration/presentation techniques
- Territory management
- Internal sales etiquette
- Pre-call and sales call analysis
- Closing the sale and post-sale follow-up

### Sales training specialties

- Negotiating strategies
- Sales forecasting
- Pre-call qualification
- Major account planning/strategy
- Individual sales call activities
- Sales psychology
- Value-based selling and pricing
- Proposal preparation and presentation
- Client follow-up and maintenance

### Additional services

- Sales training workshops
- Sales applicant screening and hiring
- Business plan reviews
- Proposal writing reviews and training
- Motivational guest speaking
- Negotiation seminars
- Company policy development for:
  - Pricing and compensation
  - Travel and entertainment

## About Norm Galvin

Norm Galvin brings more than 30 years of experience in direct sales and executive management to help develop, mentor and motivate your sales organization.

Norm can help lead your company to increased sales and profits because he’s done it himself. As vice president of worldwide sales at ABC Technologies in Beaverton, Ore., Norm increased sales by 50 percent and kept the company on track for sustained sales growth. He has also led successful corporate turnarounds. As vice president of marketing and sales, and later as president and COO, Norm returned Software Support Services in Corvallis, Ore., to profitability after seven consecutive years of declining revenues.

*“If you don’t have fun selling, go back to school and train for another profession.”*

Norm has provided business counsel to companies large and small throughout the United States and around the world. He has developed and managed sales training courses as well as business plans and compensation programs. He has also negotiated a number of mergers and acquisitions.

A nationally recognized motivational speaker, Norm is often asked to custom-tailor his day-long negotiation seminar to address the value propositions of clients.

### ORM Consulting, Inc.

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## ORM Consulting® Inc.

- Sales training courses
- One-on-one coaching

Funny name. Serious results.



Ormond T. (Norm) Galvin  
Sales Training Specialist  
[www.ormconsulting.com](http://www.ormconsulting.com)



## Socrates as a sales trainer?

Well, he could have been. And just as the great philosopher taught his students to think for themselves, Norm Galvin can teach your salespeople how to think on their feet in any given selling situation.

For more than six years, ORM Consulting has been turning salespeople into sales professionals—boosting revenues, profits and morale.

Beyond sales training, Norm gives your salespeople immediate feedback through one-on-one coaching. Norm will work alongside your salespeople when they make sales calls in person and over the phone, to help them turn effective sales techniques into habits.

***“People buy for their reasons—not yours.”***

Norm brings real-world selling situations to life. For example, your customer has to have the money to buy your product or service. Your salesperson has to reach the ultimate decision-maker. But need is most important. Why? Say your customer needs to eliminate a bottleneck on the assembly line. If the need is strong enough, and what you’re selling can meet that need, your customer will find the money and authority to buy your product.

Whether your salespeople are going to Fortune 500 companies or small businesses, Norm can teach them how to find the M.A.N., negotiate quid pro quo and sell the total value of doing business with your company.

***“Always hunt for the M.A.N.—Money, Authority and Need.”***



**Norm Galvin**  
ORM Consulting

***“Selling is empathically understanding the other person’s pain and then relieving or reducing that pain by providing your company’s product or service.”***

***If Socrates had been a sales trainer, he would have been named Norm Galvin.***

**There’s a simple criterion to measure the success of any sales training program: sales. And that’s where Norm’s clients sell his services better than anyone:**

*“Norm, I wanted you to know your training has directly resulted in advancing my career. During the time you consulted at Chrome, you gave me new confidence, and I’ve seen my sales increase as a result.”*

—Jamie Kozlik, Channel Sales Manager,  
Chrome Data

*“Your professional guidance has been of immense value to both my company and me. We have derived tremendous value from your one-day negotiation seminar and ongoing professional coaching. More than ever before, we are effective at holding our margins, negotiating alliances with confidence, and most of all increasing the value we provide to our customers. Your unique ability to communicate your sales technique’s practical application is invaluable.”*

—Elia Freedman, CEO,  
Infinity Softworks

*“During the time you have been coaching our sales staff, Inspiration Software has increased annual revenues from approximately \$3 million to now over \$17 million. In addition, we have grown our sales staff from four people to over 18, while turning over one sales position. Norm, I realize you know how much the salespeople appreciate your monthly one-on-one-sales coaching. Having recently been recognized by Inc. magazine, I wanted to also let you know how much the senior management team at Inspiration Software appreciates your efforts.”*

—Donald Helfgott, CEO and Co-Founder,  
Inspiration Software

Visit [www.ormconsulting.com](http://www.ormconsulting.com)  
to see more client testimonials.