

Acumen Management Group, Ltd.

Fact Sheet

PRINCIPAL

Ken Thoreson, Managing Partner

SUMMARY

Acumen Management Group, Ltd. (AMGL) provides business and sales management expertise, keynote programs, and consulting services. Since 1995, the firm has created strategic sales management programs—from assessment through implementation and re-evaluation—that have built positive, predictable revenue for hundreds of early-stage and high growth corporations, and has rejuvenated those in need of renewal throughout North America.

MARKET

At every stage of a company's growth, effective and systematic management is a critical factor in building the organization and guaranteeing its business success. An early-stage company entering new markets with new products requires comprehensive systems to attract, build, and manage a direct or indirect distribution channel. High-growth companies that

are launching new products require more sophisticated strategic and sales management systems that track product penetration and distribution channel development. Management must attract, build and manage appropriate sales channels. An organization's declining or flat revenues are a clear indication that sales management has failed to meet the organization's critical objectives.

Business leaders face many challenges in helping their organizations grow profitably. Since people, time and money resources are limited, they must arm their sales organizations with tools and techniques for identifying and maximizing every opportunity. In addition, they must adapt sales plans and performance measurements to align with the continuous flow of management decisions and communications and changing marketing strategies and tactics. And, they must cope with competition, product/service life cycles, and external issues that affect market acceptance.

PRODUCTS & SERVICES

AMGL's **sales management offerings** include sales management planning, organizational design, recruitment strategies, compensation planning, market and territory analysis, strategic alliance program development, salesperson development programs, distribution/channel management strategies, and account management strategies.

The firm also offers **five DVDs** and **two books** that provide proven concepts, tools and systems for successful sales management. Topics include the role of sales management and leadership, building sales compensation plans, building a high performance sales recruiting program, creating sales management and coaching systems, and building a value proposition.

Acumen shares its proven sales management system in a Web-based strategic sales planning, account and sales management software application that builds predictable revenue.



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Interactive Sales Manager Tool Kit™

(ISM) is an electronic robust content library that contains many of the tools Acumen has developed for their clients. These documents/tools aid Sales Leaders with many of the everyday tools to achieve the tasks required of a high performance sales organization.

ISM features online tools and techniques that help sales managers maximize trade show opportunities, recruit and hire quality sales professionals, enhance sales training performance, improve compensation, increase sales activity, enhance motivation, plan and build predictable revenue, conduct productive sales meetings, and tips on coaching for success. AMGL frequently updates these online resources with concepts and tools that have been successfully used.

LOCATIONS

Headquarters, Knoxville, Tenn., and offices throughout North America

MANAGEMENT

Ken Thoreson, Acumen president, is a sales management professional with more than 20 years of software/technology experience, including 17 in niche market distribution with emerging and high-growth national companies. The sales management thought leader is widely regarded as an expert in sales execution, channel management, revenue generation, sales analysis, forecasting, recruitment, and training within the sales function. Prior to founding AMGL, he led development-stage, entrepreneurial, and \$250-million national vertical software sales organizations as vice president of sales.

Ken is a frequent speaker at major industry conferences, including Microsoft Worldwide Partner Conferences, Cisco Systems Worldwide Partner Conference, Sales and Marketing Executives International Conference (SMEI), CA World, TechData/TechSelect Member Conferences, Ingram Micro's

Venture Tech, SAP, CMP/VARBusiness XChange Conferences, SAP Partner Conference, SolidWorks World, Gartner IT Visionshare, CompTIA BreakAway, and NASBA Management Academy. He has authored two books and many articles spanning a variety of sales management topics, which have appeared in *Personal Selling Power*, *VARBusiness*, *Reseller Management*, *Business Products Professional* and *SmartReseller*. He is currently a columnist for *Redmond Channel Partner Magazine*.

CONTACT

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