



Executive Summary



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Who We Are

Sales OverDrive® is the recognized “partner of choice” for B2B companies focused on achieving large and rapid gains in top-line revenue and market share growth. Sales OverDrive® is the *only firm offering complete, end-to-end sales and marketing solutions* including customized consulting, hands-on delivery of targeted sales acceleration services and comprehensive outsourcing programs.

Our Vision

Our vision is to create sustainable a competitive advantage for each of our clients and to reinvest time and resources in the service of people in need.

Our Mission

Our Mission is to increase rapid top-line revenue growth dramatically, shorten sales cycles and increase market share for our clients by providing uniquely tailored, empirically-based sales acceleration solutions.

Central to this mission is our ability to 1) attract and retain the most qualified professionals, 2) continuously develop and deliver leading edge tools and methodologies and 3) create a clear competitive advantage for every client in an increasingly difficult race for market share.

Our Purpose

Our Purpose is to provide the greatest possible impact for our clients, our communities and for those less fortunate in the United States and abroad.

Our Promise

You can depend on Sales OverDrive to drive rapid top-line growth through customized consulting and diagnostic analysis, point solutions and outsourcing programs built on real-world sales leadership, proprietary intellectual property and years of experience.

This growth is delivered by teams of talented and trustworthy professionals whose combined insight and efforts create unparalleled business results.

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History of Success

Since its founding in 1996, the firm has worked in over 700 client environments providing top-line revenue acceleration services to Fortune 500, middle market and investor-backed public & private businesses. At its core, the firm is an implementing consulting firm. OverDrive combines its recruiting, strategy and sales & marketing process knowledge with unusual intellectual property and its ability to deploy and meticulously manage world class inside and field sales teams in achieving its clients' objectives.

Beginning with its first client, KPMG, the firm has performed a variety of sales and marketing functions on a just-in-time, as-needed basis. In order to ensure the most optimal client outcomes, by 2001 the firm had broadened its capabilities to include every key sales and marketing competency, making Sales OverDrive® the only end-to-end solution provider focused on the B2B market.

Some of Our Services

Today, Sales OverDrive® is recognized as the leading provider of sales implementation services in the more difficult B2B markets. The firm is especially well known for its expertise and successes in the following areas.

Diagnosics and Financial Modeling

For sixteen years Sales OverDrive® has been providing clients and investors with expert analysis and execution planning for their sales and marketing functions. This work includes diagnostics, financial modeling, project planning, empirically-based sales solutions, and go-forward execution plans. Drawing from OverDrive's large library of intellectual property and best practices, the firm develops an OverDrive Opinion Report® around those activities and initiatives with the greatest opportunity for revenue growth.

OverDrive's Diagnostic and Modeling service has proven to have a very high impact on our clients' ability to focus resources, technology and behaviors in ways that create more predictable, sustainable revenue growth. This fast, unobtrusive service ordinarily renders a ten to 100 times return on investment in the first year.

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OverDrive® senior management is routinely asked to build out an OverDrive Sales Engine® and detailed execution plan. We also assist in implementation and stay plugged in on a recurring basis to assure that the acceleration metrics are achieved. In some cases we perform all of the implementation ourselves.

Relationship Acceleration

The firm is dedicated to helping organizations increase their perceived value and sustainability by associating them with well known, strategic and often global relationships that are credible from a Wall Street to a Main Street perspective.

Through a large number of key relationships and OverDrive's unusual approach to Social Media and Internet Marketing, Sales OverDrive® can jump start a client's sales engine and increase perceived value through the delivery of live conversations with people that really matter our client's "Dream List" of prospects.

Inside Sales & Marketing Support

A major challenge to the overall effectiveness of any sales force is maintaining a good mix of prospecting with face-to-face sales activities with target clients. We believe that lead generation is one of the most powerful competitive weapons available today. Unfortunately, it is generally underutilized, and poorly performing vendors characterize the industry.

Accordingly, the firm has made substantial investments in human capital and technology in this area. In 2007, Sales OverDrive® greatly expanded these capabilities with operations in the Philippines, in Koln, Germany and Mexico. In each location the firm has OverDrive® management teams onsite supporting affable sales and customer service staff. Armed with the firm's intellectual property and techniques, these professionals consistently outperform any other group we've measured.

To ensure superior performance, we couple our American, European, Asian and Mexican client service teams with our American and native OverDrive® management teams. This tight, end to end management approach and the proven OverDrive Lead Generation Methodology® ensure exemplary transparency, high performance and great cost efficiency for our clients in almost any industry.

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After target markets are identified, these professionals identify, qualify, and engage real buyers and influencers in productive sales dialogues that are often carried through to the closed sale. In other cases we set up phone or face-to-face appointments with the best potential clients where qualified opportunities exist. OverDrive's Inside Sales Executives® are university graduates, and in many cases they are nurses, engineers, technologists and other professionals with industry expertise specific to our client's needs. They have an average of five years experience calling on decision makers, company owners and C-level executives.

Co-Sourcing and Outsourcing - The Sales Function as a Competitive Weapon

The firm's OverDrive® processes and methodologies have been proven with over a decade of successful client experience. Teaming together in a Co-sourcing or Outsourcing initiative is often the best choice for companies operating in either very tough markets, in complex business-to-business sales environments or where sales is not a superior competency.

Unless your sales organization represents a real competitive advantage for you over your competitors, you might consider teaming with Sales OverDrive® to Co-source or Outsource sales activities. In this way your company is able to focus on your core business and allow Sales OverDrive® to create a competitive sales advantage for you.

Other benefits include: ***Speed to Market*** – We can assist you in developing a winning sales execution strategy and then build, train, and deploy a best-in-breed national sales force in as little as 45 days; ***Talent and Accountability*** – your sales team is specifically selected for your environment and industry; ***Proven Model*** – OverDrive® sales teams repeatedly outperform other sales models with higher rates of return on invested dollars; and the ***Best in Sales Technology*** – all OverDrive® professionals are provided with leading-edge sales tools and appropriate technology tailored which can be tailored to your specific requirements by our Santiago, Chile technology unit.

Sales and Marketing Strategy

A Sales and Marketing strategy is critical to any company's success. With your input, we'll design a strategic direction for your sales effort that unites industry-proven talent and processes with company-specific sales accelerators. The

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results will be higher win rates, lower sales costs and faster growth than otherwise possible.

Sales Process Development

Sales OverDrive's® sales processes and other unique intellectual properties can boost a client's revenue and market share much faster than a conventional sales process. As a result, client companies acquire new sales at a velocity that is generally unattainable otherwise. The firm's objective is to make sure client organizations not only gain a competitive advantage *today*, but a sustainable advantage for *years to come* as Sales OverDrive® continuously improves, adjusts and adds new techniques to your sales environment.

Sales Team Recruitment and Deployment

Sales OverDrive® often assists its clients in building or augmenting existing sales organizations with carefully selected individuals who can really sell. Our recruitment team is focused on gaining competitive intelligence and is a competitive weapon for our clients as they gain access to the most gifted sales professionals.

Once we recruit the best talent, we train and proactively coach them in the field, ensuring that they are continuously focused on the right prospects, at the right time, with the right dialogue so that revenue goals are met. Sales OverDrive® can work with your team and help manage the entire life cycle of opportunities from first contact through account management and customer service.

Creative Services

Because the OverDrive® focus is accelerating revenue growth, we deliver creative campaigns and public relations initiatives that are aligned with your specific revenue objectives. This starts with the customer-facing dialogue to and identifying current and emerging needs of the most fruitful target markets. Our marketing campaigns are professionally designed using the latest in communication and advertising techniques and technologies, providing complete end-to-end solutions across a variety of media.

Executive Profiles

Bob Howard, CEO

A recognized sales strategy innovator and thought leader, Mr. Howard is the Founder and CEO of Sales OverDrive®, LLC.

Mr. Howard has had a long and distinguished career selling professional services and technology solutions. Since 1996 when he founded Sales OverDrive's® predecessor company, GTM Logic, Bob and his partners have been building successful sales engines for a wide variety of clients. The firm's focus has been on accelerating market momentum and sales velocity through design and rapid deployment of sales and marketing strategies, recruitment, training, and mobilization of inside and field sales professionals, the achievement of large wins with key accounts, and the attainment of critical business alliances and venture capital.

Earlier in his career, Mr. Howard spent 15 years in corporate financing services, principally with GE Capital and PruCapital. He was responsible for selling, structuring and closing a large number of complex financing solutions for the Fortune 500 and smaller companies.

Mr. Howard holds a BA and MBA in Finance and Administration from the University of Texas at Austin, where he was a Kleberg Student. He has been a frequent visiting speaker at the Graduate School of Business and has testified before the FERC, the SEC, and a number of other state and federal agencies as an expert witness.

He has been an active member of a number of civic and business organizations including, Dallas Museum of Art, Ernst & Young Alumni Association, Institute of Management Consultants, Turnaround Management Association, Corporate Finance Association and the UT Alumni Association. He is also actively involved in a number of faith-based organizations, has served as a board member for Refuge House Foster Care and BETO Prison Ministry, and is a partner and serves on the board of Venture and Philanthropy. He is married and the father of three boys, all of whom are avid scuba divers.

Andrew Rauch, Senior Vice President

Andrew Rauch is a Senior Partner with Sales OverDrive and is responsible for practice development and certain aspects of client management. Andrew is a brilliant innovator and is responsible for the firm's approach to Internet Marketing, Social Media and its associated services.

Mr. Rauch has managed over 200 venture philanthropy investment opportunities and has 15 years of entrepreneurial experience in various industries including technology, training, real estate services, telecommunications, consulting services, and venture philanthropy.

Mr. Rauch was also the Managing Partner of a business accelerator and advisory firm providing strategy, marketing, business development and capital development services to start-ups, small and medium-sized businesses and not-for-profits. Mr. Rauch has also held various positions with several technology start-ups including Motive, InfraWorks and iChat.

Mr. Rauch earned a Bachelor's degree in Accounting and Finance from Pace University in Pleasantville, New York. He is married with three children and resides in Austin, Texas. He is a charter member of Hill Country Bible Church Southwest and has served as the Director of Men's Ministry and the Director of Assimilation. He is also a charter member of C12 Group in Austin.

Bruce Meissner, Senior Vice President

Bruce Meissner has been Senior Vice President of Sales OverDrive since 2006. With 30 years experience working in business development, national sales, and management, Mr. Meissner has a unique understanding of business processes and bottom-line initiatives.

Over the last several years, Mr. Meissner has provided key, senior counsel to Fortune 1000 Companies in various industries, including consumer markets, hospitality, telecommunications, manufacturing and utilities. He built a new sales and marketing division for Vidpro International, an integrator of IT software and hardware, and developed innovative solutions for KPMG, LLC, in federal, international, state and local, and specific issue-oriented financial and tax services to Global and U.S. based companies.

He also managed \$15 million in direct sales and through manufacturers' representatives for a provider of computer accessories and peripherals to Wal-Mart, Sam's Club, Best Buy and Dell. He directed similar efforts for Memtek Products, Inc., a division of Memorex.

Mr. Meissner has a Bachelor of Business Administration from The University of Texas at Austin. He is an effective training and team leader and has taught several seminars, including a training program with Wal-Mart on the Retail Link/Decision Support System, a seminar on "Successfully Managing Manufacturers' Representatives", and KPMG's "Selling with Confidence" and Tax Services Solutions Seminars.

Axel Stett, Director European Operations & CEO Sales OverDrive® GmbH

Axel Stett is a co-founder and CEO of Sales OverDrive® GmbH located in Koln, Germany, which is Sales OverDrive's® Partner for Germany, Switzerland and Austria. Axel oversees all of the firm's activities in Europe and the UK. He has experience of more than 20 years in sales and project management including building and leading sales organizations and managing cross-functional operating units.

Prior to forming Sales OverDrive® GmbH, Axel developed and headed SALES GmbH, a sales outsourcing provider for the German IT and telecommunications industries in Bad Honnef, Germany. Among other engagements, he helped companies achieve profitable growth and served as interim manager for the design and implementation of new and innovative sales units.

Axel graduated in law from the University of Marburg where he earned a degree in applied computer science. He is father of two sons and a daughter and is involved in a variety of local school and infrastructure projects.

Mike Garzillo, Advisory Board Member

A telesales expert with over 20 years sales experience, Mike Garzillo was the firm's SVP of Inside Sales from 2001 through 2006 and was in charge of all activities related to Inside Sales, Telemarketing and Remote Customer Service. As an Advisory Board Member, Mike is responsible for firm-wide oversight of the firm's Administrative Services unit which includes the company's overseas call center operations.

His telesales management strengths have produced revenue growth for technology companies such as Symantec, WebTrends, and ePIT, as well as GE Capital, Bank Of America, E.F. Hutton, and E. & J. Gallo. Mike's innovative and focused approach created new ways to excel at hiring, training, analysis, metrics, motivation, and lead generation. He has delivered client successes in a wide variety of industries including insurance, promotional products, telecommunications, technology, logistics, professional services, and entertainment.

Mike is a graduate of the Whittemore School of Business at the University of New Hampshire and is a speaker at numerous sales training and motivational workshops. Mike now lives in Portland, Oregon with his wife and children.