

Tom Reilly Training
is in the business of
helping salespeople
and their managers
sell more profitably

Sales and marketing executives face unprecedented strategic challenges

- Growth challenges—more and varied competition vie for shrinking or mature markets. This pits their prosperity ambitions against a wall of resistance. Their companies must grow in spite of this wall of resistance.
- Cost-of-goods challenges—raw material prices continue to escalate. This means companies must leverage fully their resources to get more from less. This includes people, systems, and customers.
- Identity challenges—mergers and acquisitions result in cultural confusion. This blending of company cultures obscures their identities. Most employees do not understand or embrace their company's culture. This means that sales and marketing executives must create a common identity and tear down the silos that impede productivity.

Salespeople face daunting tactical challenges

- Abundant competition—some competitors offer strong brands with good service while others offer value-stripped alternatives that tempt customers with cheap prices. This means salespeople are struggling to differentiate.
- Price resistance—demanding customers want more value for less money. This means that salespeople take a haircut on their prices and do not get credit for all of their value-added.
- Pressure to grow—management wants to grow market share and protect margins.
- Identity challenges—they may not fully understand the value their company delivers or feel confident their company can deliver on its promises. This lack of understanding and confidence result in sales presentations that lack passion and conviction.

Tom Reilly's Vision

I see a world where salespeople can compete aggressively and profitably on their total value, not just on price. At Tom Reilly Training, we leverage our expertise in Value-Added Selling to help our clients realize this vision.



“Our Career Path Training and Development Model® offers value-added educational opportunities for rookie salespeople, seasoned sales representatives, and sales managers.”



About Tom

Tom Reilly has built a company that is dedicated to helping sales and marketing executives achieve their strategic objectives by helping their salespeople achieve tactical sales goals.

Tom Reilly Training is a St. Louis-based, privately owned company that specializes in training salespeople and their managers in the principles, strategies, and tactics of Value-Added Selling. Tom Reilly founded this company in 1981 as Sales Motivational Services—a general sales training company. As Tom pioneered the Value-Added Selling philosophy in 1984, he sharpened the focus of Sales Motivational Services to reflect his passion for selling value. The company name officially changed to Tom Reilly Training in 2001. Tom Reilly Training offers public seminars and in-house training.

Tom began his career as a salesman for Mallinckrodt Chemical Works, a manufacturer of industrial and specialty chemical products for the petrochemical and medical industry. After his second year in sales for Mallinckrodt, Tom was named “salesman of the year.” Tom left Mallinckrodt and started his first business in Houston—a stocking distributor for major brands in the laboratory supply industry. He sold this business in 1981 to start his second business—training salespeople and their managers.

Tom has a B.A. in Psychology from St. Louis University and an M.A. in Psychology from University of Missouri in St. Louis with a special emphasis in work motivation theory. Tom’s education goes beyond academia. He spent four years in the United States Army where he honed his leadership skills as a Drill Sergeant.

Tom is a past board member of Sales & Marketing Executives of St. Louis; past president and board member of the St. Louis Gateway chapter of the National Speakers Association; Certified Speaking Professional (National Speakers Association earned designation); and faculty member of the University of Industrial Distribution.

Tom is a prolific writer, author and researcher. He is an award-winning columnist of the Northeast Business Editors Silver Award; author of twelve business books; editorial contributor to several industry trade journals; and director of a renowned, best practices research project of top-achieving salespeople.

Keynote Presentations

Since 1981, Tom has entertained, inspired, and informed corporate and trade association audiences around the world. He is available to speak to your organization's group or at your industry convention. The Value-Added Philosophy is a common theme and core focus of all of Tom's speaking engagements. The following topics can be delivered as 90-minute, keynote presentations, or break-out sessions for your group.

The Value-Added Organization: Tom shares his insights from working with the best organizations in the world and inspires your audience to compete as a value-added organization.

Value-Added Selling: Tom inspires your audience to sell value, not price.

Crush Price Objections: Tom encourages your group to hold the line on prices.

Selling Value in Tough Times: Tom offers your group hope and practical ideas for thriving in tough times and tough markets.

In-depth Training Programs

Tom conducts public seminars at his training center in St. Louis several times a year and is available to conduct in-house training that is designed specifically for your company or organization, at your location or at his training center. All of Tom's training sessions are designed to address different aspects of Value-Added Selling as a go-to-market strategy.

Value-Added Selling

When salespeople embrace the Value-Added Selling philosophy and execute it strategically and tactically, they will compete aggressively and profitably on their total value, not just price. We offer a two-day basic course or a five-day Masters Program. Visit our website to learn more about the sales training options available as a public seminar or in-house training for salespeople.

Crush Price Objections

When salespeople employ the ideas from this program, they will achieve a pre-emptive competitive advantage, guide the sales conversation down a path of value versus price, and respond effectively to price objections if they surface. Visit our website to learn more about this seminar. This is offered only as an in-house training option; there is no public seminar for this.

Coaching for Sales Success: Creating the Value-Added Sales Culture

When sales managers hire the right people, set challenging sales objectives, compensate their teams equitably, motivate and coach their sales force, they will create a sales culture that competes on your company's total value. Visit our website to learn more about this one-day coaching skills program. It is available as a public seminar or as an in-house program for your company.



Our Clients

You can judge people by the company they keep. Our clients represent the most respected global brands in their industries. They range from large manufacturers to small distributors and everything in between. They sell quality products, offer good service and want to be compensated equitably for the value they deliver. Here is a sampling of companies and trade associations we serve.

Corporate Clients

Anheuser-Busch
Apple Computer
AT&T
BASF
Caterpillar
Dyno Nobel
Enterprise Rent-A-Car
Ford Motor Company
Harley Davidson Motor Corporation
Hartmann Luggage
IBM
Ingersoll Rand
John Deere
Johns Manville
Kohler Company
Mack Trucks
Medtronic
Milliken & Company
Mitsubishi Electric
Nissan Forklift
Parker Hannifin
Purina Mills
RockTenn
Schlumberger
Siemens
Swagelok
Volvo

Trade Associations

Agricultural Retailers Association
Associated Equipment Dealers
Association Education Alliance
Association of High Technology Distributors
Construction Industry Manufacturers Association
Dust Control Association
Dairy and Food Industries Supply Association
Farm Equipment Wholesalers Association
Fertilizer Institute
Food Equipment Distributors Association
Independent Professional Seed Association
Independent Welding Distributors Cooperative
Industrial Supply Association
Luggage and Leather Goods Manufacturers of America
Material Handling Equipment Distributors Association
National Association of Electrical Distributors
National Garage Door Manufacturers Association
North American Equipment Dealers Association
Sales and Marketing Executives International
Security Hardware Distributors Association
Specialty Tool and Fastener Distributors Association
Textile Rental Services Association of America
University of Industrial Distribution

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