

Finding and connecting with true decision-makers

Sales executive hired Connect 5000 to set up meetings and boost sales – and it worked.

GARY GREENBERGER is known for getting things done. And over the course of 25 years he's become known for building companies through solid sales and marketing programs.

He's made a highly-successful career out of setting a sales number, and achieving a sales number – consistently. He's been there and done it numerous times.

His most recent assignment as vice president of sales for Vela Systems resulted in the successful acquisition of the company by Autodesk. And you can't sell a company unless sales are humming. He was able to grow sales and opportunities for Vela using the fundamentals, like he's always done – listening to customers, figuring out their needs, and then delivering the right solutions. And there is one cardinal rule that he lives by, and requires of his team: Do what you say you are going to do.

"There are all kinds of sales theories out there. I've seen them all," said Greenberger. "And they can be helpful in some cases, but what really works is good old-fashioned listening and fixing problems. That's what it comes down to. Can we lend real help, can we be of service?"



GARY GREENBERGER
Vice President of Sales
Vela Systems

It all starts with first being able to find and engage with the best prospects. The key is creating awareness, opening conversations, and getting in front of the right decision-makers. According to Greenberger, the biggest mistake he sees among his salespeople is wasting time chasing the wrong contacts.

Decision-makers are always the best place to start which is why Greenberger hired Connect 5000 – to get software and IT sales appointments with the largest construction companies in the country. Greenberger typically runs lean teams, hiring the best and then letting them work. His teams can get deals done, and it helps tremendously when they have a warm lead to start with, an interested executive willing to have a simple conversation about needs and objectives.

Once Greenberger found out there were specialists like Connect 5000 that could facilitate introductions and connections

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GARY GREENBERGER
Vice President of Sales, Vela Systems

with executive-level decision-makers, it didn't take him long to give them a try. And after Greenberger saw the initial results of working with Connect 5000, he signed on for an extended engagement. Greenberger worked with Ray Ruecker, managing director at Connect 5000.

"Ray and his team (at Connect 5000) uncovered great leads for us and were able to put my team in touch with some excellent opportunities," said Greenberger. "They did what they said they were going to do."

Ruecker and Greenberger planned for success. They developed an optimal client profile for Greenberger complete with all the necessary details on what kind of executives made the best prospects. They jointly developed email marketing campaigns and phone scripts that could be used by Connect 5000 to engage prospects correctly and with the right business problems and solutions.

The end result: Connect 5000 was able to set up over 120 introductory meetings for the Vela Systems sales team over the course of six months. Greenberger liked the overall experience and would have continued but for the acquisition.

"I would work with Ray and his team again, no question," said Greenberger. "I was so impressed with their results I recommended them to friends of mine in other companies."



RAY RUECKER
Managing Director
Connect 5000

Greenberger's introductions turned into new clients for Connect 5000 and that's really the ultimate vote of confidence, says Ruecker.

"When a client like Gary is willing to refer us to other companies, we know we're on the right track," said Ruecker. "Gary has high standards and knows what he wants. I'm glad we could help."

PAINS & GAINS

- › Gary Greenberger of software company Vela Systems needed to identify and set appointments with decision-makers.
- › Greenberger hired Connect 5000 to find and engage the best leads, and to set introductory meetings with key decision-makers.
- › Connect 5000 set over 120 introductory meetings for Vela over the course of six months.



CONNECT 5000

Creating Meaningful Introductions and Profitable Connections

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