



Edward C. Callahan, Jr

A Sales Advisor, who can help you grow your top line profitably

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From successful sales professional to general manager

Ed Callahan's career spans more than thirty years. He spent the first twenty in technology sales culminating in general management. He started as a commissioned sales rep in the computer industry and rose through the ranks to be a Sales Vice President at Sun Microsystems. After Sun, Ed was the President of two public SMB (small and medium business) corporations. Ed has hired hundreds of sales reps and managers, and managed organizations ranging in size from two to two hundred and fifty people, across all functions. Ed has also successfully managed every type of sales channel: direct, OEM, VAR, systems integrator, distributor, and independent agents.

From C-level operating executive to C-level consultant

Ed began the consulting portion of his career in early 2000, first as a partner with Heidrick & Struggles, consultants in executive search, and then as an independent business consultant. Since then most of Ed's consulting engagements have been as a key revenue driver in the role of chief sales or business development executive. You can examine Ed's LinkedIn profile (www.linkedin.com/in/edcallahansprofile) for a list of selected engagements.

Part-time Sales Advisor or Part-time VP of Sales

Ed provides sales advisory services to the CEO, management team, advisors, or investors, who want to improve sales execution and build a world-class sales organization. He works with multiple clients simultaneously on a part-time basis in each. He works with growing companies in diverse industries with all types of sales channels and a variety of go-to-market strategies.

The following are examples of some of the ways Ed can add value to a company's sales efforts. These services can also be delivered as discrete business services without hiring Ed as a part-time Sales Advisor or VP of Sales.

- Assist you in evaluating your current go-to-market plans
- Work with you to create a sales management methodology which assures accountability, scalability and increased sales productivity
- Facilitate your assessment of your current sales team and help you make what corrections are necessary in sales

plans, territories or quota assignments

- Help you align your sales compensation plans and your company goals
- Teach your sales organization how to use LinkedIn to penetrate accounts
- Help you craft a repeatable and scalable sales process
- Help you build and monitor a reliable revenue pipeline

Ed works with the leadership team on the top level sales issues which typically include consistency, predictability, and productivity. He accomplishes this through a discovery process with the leadership team to identify the priorities of the company. Ed's implementation methodology combines a web-based framework which together with the client company's knowledge and his experience producing sustainable and consistent sales results. This process allows companies to combine management expectations with an employee-owned plan while giving visibility to specific sales outcomes. The process becomes part of the sales fabric of the company and is sustainable beyond Ed's engagement at the company.

Client Testimonials

"Ed demonstrated a strong commitment to the success of SkillSurvey during his time with our team. He was persistent and methodical in crafting our sales process, which was critical to success at our early stage. I enjoyed working with Ed both personally and professionally and have a great deal of respect for his professionalism and ethics." Dan Tiernan, CEO.

"Ed and I started on the same day at IBRIX. We worked quite well together as we share the same business style and approach to problem solving. Ed has excellent sales knowledge and he is very methodical in his approach to engaging with customers. He understands what needs to get done from day 1 of the engagement to the closing of the deal. I would work with Ed again in the future" Bernard Gilbert, CEO.

About Coherent Sales Consulting

Ed rebranded his consultancy in 2008 for clarity in his Go-To-Market messaging. He formerly conducted business as Momentum Technology Partners, which he co-founded in 2001 and where he remains as a partner.