

# Sales and Customer Relations Support Services

*A Product/Service Line of Holland & Davis LLC*

Holland & Davis works with clients to improve performance by designing, organizing, staffing, and supporting their marketing, sales and customer relations processes/practices.



## Engagement Highlights

- >> National Broker Dealer ... broker development and training ... developed and implemented selection criteria, broker training contents, procedure training ... 30% reduction in turnover 20%+ improvement in revenue per broker
- >> National Auto Parts Distributor with 25 distribution centers and 1600 stores ... identified success behaviors of top 10% an designed training programs, self-help templates, supervisory support dimension, and audit standards
- >> Aerospace Prime Contractor with thousands of aircraft operating in 100+ countries ... reengineering of commercial sales process enabling movement from number three to number one in market share
- >> National Financial Services ... for a brokerage firm with 4000+ offices ... Sales backroom procedure manual ... development, documentation and internet-enabling the complete set of back-office work processes to allow brokers to directly enter 90% of customer transactions
- >> Major Wireless company ... reengineering of primary sales and customer service processes ... Reengineering of primary sales process for a major cell phone company resulting in a major decrease in sign-up errors with corresponding increase in customer satisfaction
- >> Aerospace Original Equipment Manufacturer ... reengineering of "aircraft on the ground" process ... reengineering of primary customer service and parts system for major aerospace company ... resulting in a reduction in service time from 48 to 12 hours around the globe

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## Services Offered

1. Customer Experience Management (CEM)
  - Assessment of level of customer service and satisfaction
  - Designing the Customer Experience that will maximize the Business
  - CEM goal-setting
  - Implementation of CEM to achieve Customer Experience Goals
2. Marketing/Sales/Customer Relations Process Improvement (Design and Implementation)
  - Documentation of processes
  - Design of optimum process
  - Continuous process improvement
  - Process enhancement
  - Process Reengineering
3. Sales Effectiveness
  - Screening and Selection of Sales personnel
  - Initial sales training
  - Design of sales product line training
  - Design and Management of Effective Telemarketing
  - Design and production of Sales Tools and "Cheat Sheets"
  - Real-time coaching of Sales personnel (Sales professionals, Sales Managers, Sales Teams)
4. Trade Show Sales Effectiveness
  - Designing the Tradeshow Customer Experience
  - Preparation and Training of the Tradeshow Team
  - Real-Time Coaching of Tradeshow Team
  - Tradeshow Customer Services
  - Provider tradeshow staff in selected roles (bouncer, cooler, closer, data manager)

If you are interested in a Jump Start Assessment for your organization give us a call today at 713.877.8130.

MANAGEMENT CONSULTING  
PROJECT SUPPORT SERVICES



# Implementing Change for Business Results ... On Target, On Time and On Budget.

**What Our Clients Say** "Holland & Davis gave us invaluable insight into our strategy implementation. Without their help, we would not have had as successful a strategy rollout" —International Pharmaceutical Company

## HDI SERVICE LEADER

**Mr. Eric Holland** is a seasoned sales and sales management professional. He has sold/managed for companies such as BMW, Bank of America, and AT&T Wireless. He has designed sales programs and personally lead sales efforts to sell everything from mobile phones to water systems to elk hunts. He has sold to the general public, managers, Chief Roles (CEO, COO, CFO) and Professional (medical doctors, dentists, lawyers and engineers)

- Mr. Holland's first passion is maximizing the customer experience in the sales and customer relations environment. He believes that the service and satisfaction level in the customer environment is both the ultimate requirement for company's success as well as many companies' Achilles heal. His experience is that dollars spent on optimizing the customer environment provides one of the single best investment values/returns for a company attempting to improve its "numbers".
- His second passion is developing sales teams through education, training, coaching, and lessons learned. He is a master at creating an environment that brings out the success of the sales team.

Eric attended Southwest Texas State University to learn the theory and spent 20 years in the Sales Trenches learning first hand what sales and sales management are all about. He has completed professional training in:

- Sales Methods and Techniques
- Sales Management
- Franchise Management
- Retail Bank Management
- Customer Relations
- Problem Solving and Decision Making

### About Holland & Davis, LLC

Holland & Davis is a 30 year professional services firm founded on the following values:

- Customers Come First
- Customers are the experts in their industries and companies
- Holland & Davis is expert in helping customers improve the performance of their companies to the next level.
  - o Strategy development and implementation
  - o Management of big changes
  - o Transformational leadership
- Working arm-in-arm with the customer is more valuable to customers in the long run than providing a third-party report that might sit on a shelf
- Holland & Davis gets results for and with its customers

**Contact Eric Holland** eholland@hdinc.com  
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## Clients of Holland & Davis and our Principals

AIM Funds Inc.  
Alltel Corporation  
American General Life Insurance  
Applied Materials  
Baker & Botts, LLP  
Bank United  
BMC Software, Inc.  
CENCOR Realty  
Chase Bank of Texas  
Continental Airlines  
Deloitte & Touche  
Edward Jones  
Frost National Bank  
Gulf States Toyota  
Harcourt Educational Measurement  
H-E-B Grocery Company  
JD Power and Associates  
Johnson Space Center (NASA)  
M&M/Mars  
Miller Weingarten Realty  
Muniz Engineering, Inc.  
National Commerce Bank  
Pan American World Airways  
Raytheon Engineers and Constructors, Inc.  
Service Corporation International  
Turner Broadcasting System  
Uncle Ben's Rice  
United Services Automobile Association (USAA)



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