



Executive Summary November 23, 2007



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Who We Are

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

Our Vision

Our vision is to develop trusted relationships and sustainable competitive advantages for all of our clients.

Our Mission

Our Mission is to radically increase rapid top-line revenue growth, shorten sales cycles and increase market share for our clients by providing uniquely tailored, empirically-based comprehensive 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) deliver a clear competitive advantage 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 here and abroad.

Our Promise

You can depend on us to drive rapid top-line growth through customized consulting and analysis, point solutions and outsourcing programs built on real-world sales leadership, unique methods and experience. This growth is delivered by teams of qualified and trustworthy professionals whose combined insight and efforts create unparalleled business results.

History of Success

The firm has worked in over 400 company environments primarily providing top-line revenue acceleration services to Fortune 500, middle market and

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investor-backed public & private businesses. At its core, the firm is an implementing consulting firm, combining its strategy and sales processes, intellectual property, marketing and recruitment expertise with 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 directly and through investments and key partnerships, to include every important sales and marketing competency, thereby 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 and marketing implementation services in more difficult or complex B2B markets. The firm is especially well known for its expertise and successes in the following areas.

Revenue Process and Financial Modeling

For over a decade Sales OverDrive® has been providing executives and investors with expert analysis and forward looking execution planning for their sales and marketing functions. This work includes financial modeling, project planning and empirically-based sales solutions and go-forward execution plans. Drawing from the largest, most comprehensive and innovative library of intellectual property and sales tools – OverDrive Accelerators™ – the firm evaluates and compares best practices to provide our clients with an OverDrive Opinion Report™ focused on the core areas that drive revenue growth. These range from sales targeting and competitive analysis to sales force effectiveness, recruiting and retention and lead generation to name a few.

The OverDrive Opinion Report™ has proven to be a very high impact service on which our clients' leadership, investors and lenders are increasingly relying. This fast, unobtrusive service ordinarily renders a ten to 100 times return on investment in the first year. 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

Through a large number of key relationships, Sales OverDrive® can jump start your sales engine and increase your perceived value through live conversations with people that really matter in your "Dream List" of prospects.

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.

Inside Sales Expertise

A major challenge to the overall effectiveness of any sales force is maintaining a good mix of prospecting, while closing sales in face-to-face meetings with target clients. We believe that in the United States and Europe, lead generation is the most ineffective and *underutilized competitive weapon* available today.

Accordingly, the firm has made substantial investments in human capital and technology in this area. Most recently, Sales OverDrive® greatly expanded these capabilities through an exclusive partnership with a world class contact center operation in the Philippines. Headquartered in beautiful Cebu, the onsite OverDrive® management team and affable sales and customer service staffs are the most gifted, disciplined and effective inside sales professionals we have seen anywhere in the world – even exceeding the performance levels of our Dallas-based US group. Armed with the firm's intellectual property and techniques, these professionals consistently produce between three and five times as many appointments and qualified leads in a day, for example, than any other group we've measured.

To ensure superior performance, we couple our American and European client service teams with our Philippine-based, but American OverDrive® management team on the ground in Cebu. This tight, end to end management approach and the tried and true OverDrive Lead Generation Methodology™ ensures near-perfect language transparency, accurate and high performance levels very cost efficiently for our clients in almost any industry.

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After the 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. 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 5 years experience calling on decision makers 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 Best-in-Class 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 advantage for you over your competitors, you might consider teaming with Sales OverDrive®. In this way your company is able to focus on your core issues and allow Sales OverDrive® to create a competitive sales advantage for you.

Other benefits to include *Speed to Market* - We can assist you develop 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 the leading-edge sales tools and technologies which can be tailor made through our world class 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 results will be higher win rates, lower sales costs and faster growth than otherwise possible.

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Sales Process Development

Sales OverDrive's® sales processes and other unique intellectual properties ordinarily can boost a client's revenue and market share much faster than any conventional sales process. As a result, client companies acquire new sales at a velocity that might be 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 build or augment existing sales organizations with carefully selected individuals who can really sell. Our recruitment team is very 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 will 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 will be 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 and identifying current and emerging needs for the most fruitful targets. 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, Bob is the Founder and CEO of Sales OverDrive[®], LLC.

Bob 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, Bob 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.

Bob 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.

He has been an active member in 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. Bob is also actively involved in a number of faith-based organizations, and has served as a board member for Refuge House Foster Care and BETO Prison Ministry. He is a partner and serves on the board of Venture and Philanthropy. Bob is the father of three boys and an avid scuba diver.

Andrew Rauch, Partner

Andrew Rauch is the Founder and CEO of ventureandphilanthropy.com and [fourrivers fund](http://fourriversfund.com). Mr. Rauch is responsible for reviewing, sourcing, funding and managing venture and philanthropy investments.

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

Prior to launching [fourrivers fund](http://fourriversfund.com), Mr. Rauch was the Managing Partner with [Zero2](http://Zero2.com) 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 launched numerous ventures, including [fourM group](http://fourMgroup.com), a marketing and business development firm, [Connectione](http://Connectione.com), a wireless business solutions provider, [higherhands](http://higherhands.com), an organization focused on equipping, mentoring and providing jobs to unemployed men in the local church. Mr. Rauch previously served as Vice President of Sales at The Knowledge Capital Group, where he was responsible for delivering strategic marketing, sales, and business development advisory services to more than 300 technology companies. He also held the position of Chief Technology Ambassador – promoting [Agillion's](http://Agillion.com) online customer management solution. Mr. Rauch has also held various positions with several other technology start-ups, including [Motive](http://Motive.com), [InfraWorks](http://InfraWorks.com) and [iChat](http://iChat.com)

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. Mr. Rauch 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. Mr. Rauch is a charter member of C12 Group Austin.

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

Axel Stett is a co-founder and CEO of [Sales OverDrive® GmbH](http://SalesOverDrive.com) located in Cologne, Germany, which is [Sales OverDrive's®](http://SalesOverDrive.com) Alliance Partner for Germany, Switzerland and Austria. Axel also 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, which included building and leading sales organizations and managing cross-functional operating units.

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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.

Earlier in his career, Axel had spent ten years in the telecommunications industry. He contributed to the start-up process of COLT Telecom's German organization and served in several Sales and General Management positions, which encompassed profit and loss responsibility for a city network with an 80 million DEM capital investment, and accountability for sales and delivery of voice services to corporate customers in Germany in excess of € 200 million. Before joining COLT, Axel Stett had worked for Network General, a network analysis firm, where he served as head of the German sales operation. He started his professional life with German IT manufacturer Nixdorf Computer, as a project manager in their Public Sector Division in the former German capital, Bonn.

Axel graduated in law from the University of Marburg and earned a degree in applied computer science from the Marburg chamber of commerce to become an IT consultant. He is father of two sons and a daughter and is involved in a variety of local school and infrastructure projects.

Mike Garzillo, SVP

A telesales expert with over 20 years sales experience, Mike Garzillo is the firm's SVP of Inside Sales, in charge of all activities related to Inside Sales, Telemarketing and Remote Customer Service. He is also responsible for 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, for example. He has delivered clients successes in a wide variety of industries including insurance, promotional products, telecommunications, technology, logistics, professional services and the entertainment industry.

Mike is also a sales technology expert, skilled at everything from contact management software to advanced Siebel implementations. He was a member GE's Business Sales Team as well as ran the team that ranked #1 nationally in profitability for GTE. He also serves as a partner of Family Motion Pictures, a motion picture financing partnership.

Mike is a graduate of the Whittemore School of Business at the University of New Hampshire as well as a speaker at numerous sales training and motivational workshops. Mike has been a volunteer fundraiser for several local charities, has spent 12 years working and living in San Francisco, and now lives in Portland, Oregon.