

# MONICA SIMPSON

Driving effective change management practices  
Staying ahead of curve with talent planning initiatives  
Leveraging customer and executive relationships

Home: 725-681-1717  
Cellular: 725-886-2534  
Email: monicasimpson@gmail.com  
St. Louis, MO

## CRITICAL LEADERSHIP INITIATIVES

### Customer Focused Strategies

**LEADERSHIP CHALLENGE:** Requested by Executive Leadership team and VP of sales to develop a basic selling skills program for the entire sales organization of the climate control sector.

**(Global Training & Development Manager, International Range 2012)**

**Business Situation:** Across the various business units in the company, particularly amongst the three business units, Industrial, Hussmann, and Thermo King, there were no standard, consistent “selling processes” and customer relationship management system to support long-term market development and customer acquisitions.

**ACTIONS:** Identified and worked closely with high-performing sales leaders/managers and professionals from three major business units to better understand and document the existing, ad hoc sales process.

- Teamed with IT, marketing and sales management to identify best practices and spearheaded the development of a uniform sales process that would support the CEO’s “recurring revenue” initiative.
- Launched new, customer-focused selling program that comprised one common sales process for the company, training/development workshops and tools for sales team, a customer relationship management database to store prospective business and actual sales activities.

**RESULTS:** Company grew existing customer sales by up to 4% within eight months of implementing new sales program.

- Played integral role in training 300+ salespersons in new process and achieved 4.8/5.0 satisfaction rating on training evaluation.
- Sales managers reported that their sales professionals had significantly improved their selling skills just 3 months after participating in the training, and in some cases won back disengaged customers.
- New sales process and tools were immediately implemented throughout the United States and quickly yielded positive results; subsequently, a slightly modified version was implemented throughout Asia and Europe.
- Program was fully adapted by Ingersoll Rand University, a highly strategic training group that only focused on major company strategies. After some revisions, trademarked by the company.
- Earned the “President’s Award” for this project, the highest level of recognition for the company—this was an outstanding achievement as it was rare for an HR leader to gain this accolade.



"I have found her to be very proactive, extremely intelligent and always customer focused. She assisted my organization in creating a sales training course focused on customer service. The program was so well received that not only did we receive internal recognition for the program; the company adopted our sales training program and deployed it throughout the entire enterprise. Monica was the "Program Manager" for the development of this program and she made it her top priority to ensure they delivered what we had originally requested." — **Tom Korte**, Vice President Industrial Refrigeration