

# The Conscientious Capitalist<sup>(SM)</sup>

*How you make money matters.*

Sales Strategy. Sales Process. Sales Operations.

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## Speaker Prospectus

### “Make Sales Predictable by Making It a Process”

Greg Russak, The Conscientious Capitalist

#### Description

There are a handful of universal constants that determine the success of any organization. They include things like visionary leadership, product-market fit, competitive differentiation, and great people.

Sales, however, is ultimately what determines an organization's success. Sales is the alpha and the omega; the beginning or the end of a business. Even the best organizations with the greatest people and first-class solutions will struggle to compete and grow without a sound sales strategy, a sales process that everyone understands and follows, and the sales tools that ensure that sales operate at peak efficiency.

When all three – strategy, process, and operations – are developed and managed as a whole, sales become a much more predictable part of any business.

Depending on the audience, the event planner's goals, and the time allotted, Sessions tend to run between 30 and 60 minutes. Each is framed by how to become a Trusted Adviser by being a Conscientious Capitalist.

#### Highlights / Attendee Take-Aways

The presentation makes minimal use of PowerPoint and maximizes the use of resources and tools. Attendees will be provided with links to these digital assets and materials that they may freely download to apply immediately to their unique selling challenges.

- Hacking Sales – Answering the 3 Big Questions of Sales
- Prospect Profiles – Translating and communicating product-market fit for salespeople
- 4 Steps to Creating a Value Proposition – Quantifying your ROI
- What It Takes to Make Quota – It's math plus lots of persistence and hard work
- VITO Selling – Getting connected to the Very Important Top Officer
- Scripting the calls – Knowing the questions to ask, how to handle objections, and more
- The Power Email – Restating what was discussed, the implications, and the next steps
- Sales Project Plan – Documenting how decisions are made and managing decisions to it

#### Summary

Sessions will provide entrepreneurs, business owners, senior executives, and sales team leaders with more than just theory about what needs to be considered when developing a sales strategy that can be turned into a manageable, repeatable, and scalable process. Free (Creative Commons) tools and resources are integral to the session and made available to attendees. A secular emphasis is made throughout on what being a Conscientious Capitalist means by focusing on the importance of how ethics, integrity, principles, and leadership behaviors form the culture of the sales organization and what that will mean to how the marketplace perceives the sales people and the company they represent.

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## About me



My name is Greg Russak, and I'm an independent sales consultant. I'm a graduate of Penn State and Robert Morris University with degrees in engineering and organizational leadership. My career began in the telecommunications industry as an engineer and operations manager before I was "seduced by the Dark Side" of sales and marketing. I have broad general management, sales, marketing, and operations experience across several industries, mostly in technology but also in education, that spans the spectrum from dining room table to basement office to P&L for a multibillion-dollar company.

Entrepreneurs, startups, and companies just starting to get the attention (and funding) are some of my favorite people to be around and to work with. It's why I'm also a mentor with PowerLink and Founder Institute.

Both of my grown children are actors and performers, so when I'm not working, you're likely to find my wife and me at a theater in and around Pittsburgh.

LinkedIn: <https://www.linkedin.com/in/gregussak/>

Free sales resources: <https://theconscientiouscapitalist.com/free-sales-resources>

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Value-Added and Conceptual Sales / Team Development and Leadership  
Channel Development / Market and Product Development  
Product Pricing and Positioning / Competitive Intelligence

Positioned and built product and service brands for startups and established companies based on strong selling of solutions and ROI. Designed and utilized repeatable, predictable, and value-based sales processes. Recruited, trained and led direct and indirect sales teams that exceeded ambitious performance goals. Built business with strategic private and public sector accounts.

- **Generated \$1.6million in 16 months for an edtech startup**
- **Led Pittsburgh branch of national telecom company to the "Million Dollar Market" designation; team consistently at 125%+ to sales quota**
- **Jumpstarted sales 260% in just 180 days and advertising revenue 155% over previous year for placed-based media company**
- **Opened new markets and booked \$3million for a startup enterprise software company**
- **Boosted under-utilized alternate sales channel for a regional fiber-based network from \$420,000.00 to \$4million in recurring annual revenues**

## Robert Morris University

Bachelor of Science in Organizational Leadership Studies. Summa Cum Laude.

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