



## Peter Rathmann, MBA

Owner/President of SalesTechnik, LLC and Founder/CEO of the MKE Sales Accelerator and MKEB2B

### **Executive Summary**

Peter has more than 28 years of sales leadership experience and has hired, trained, and coached sales teams across multiple industries including manufacturing, distribution, hospitality, benefits, professional services, and non-profits. He has spent over 18 of those years developing sales forces, sales systems, sales processes, and integrating the sales function throughout the organizations he has worked for before starting SalesTechnik, LLC in 2011.

After 5 years of working with entrepreneurs and second stage companies that wanted to increase their sales, Peter founded the MKE Sales Accelerator to train sales people to be more effective and started MKEB2B to help second stage companies build their sales and marketing efforts.

Peter is known for being resourceful, ethical, and having a philosophical and pragmatic approach to solving problems, creating new business, developing innovative sales tactics, and constantly coaching employees to consistently exceed expectations.

Peter's expertise is not only in partnering with organizations to help them streamline their sales force and optimize their sales capacity, but also working within the organizations to help them become market-oriented, thus increasing customer retention and selling opportunities while utilizing current resources. Utilizing engineering principles of LEAN, Six-Sigma, and the Theory of Constraints, Peter is able to bring a methodical approach to helping companies and leadership plan and execute strategic use of their sales structure, processes, and team skills.

Peter is dedicated to mentoring individuals, organizations, and companies to focus their growth efforts and increase their opportunities in the markets they serve. Peter helps you identify your ideal client profiles, develop specific and targeted offerings, create a marketing/selling attack plan, and helps you convert opportunities into clients using best practice for sales funnel metrics and opportunity management. Peter works with start up entrepreneurs, newly acquired or inherited businesses, and existing businesses that want to grow and either do not have the time or knowledge to navigate the market place fully on their own or are frustrated with their current efforts. He works through a hands-on approach that leaves his clients with a sustainable selling effort to ensure sales growth for the future.

## **Key Client Accomplishments**

- Mentored and coached over 100 startup companies, 125 second stage companies, 15 turnaround situations, and 12 M&A deals.
- Developed strategic selling process, sales teams, and sales support tools for over 40 companies of varying sizes in multiple industries and market segments.
- Developed hiring standards and interview guide for over 50 sales teams and sales managers.
- Developed and integrated compensation programs for over 35 companies based on company goal achievements within all departments
- Integrated 15 sales coordinator positions within markets which created operational and selling efficiencies for outside sales force, internal efficiencies for operations staff, and increased client retention
- Developed ideal-client lead generation systems using existing resources for over 20 companies
- Integrated CRM systems for sales management functionality for 37 companies.

## **Professional Experience**

- Founder and President of SalesTechnik, LLC
- Founder and CEO of the MKE Sales Accelerator and MKEB2B
- Professor of Business to Business Marketing and Business Ethics (MBA & BS) at Carroll University (currently retired for a while)
- Professor of Entrepreneurism and Business to Business Marketing at Waukesha County Technical College WCTC (currently retired for a while)
- Burkwald & Associates, Inc.; Benefits Consulting / Business Development (past)
- Heart of America Restaurants & Inns; Corporate Director of Sales (past)
- Beechwood Sales & Service; Area Sales Manager (past)

## **Education, Certification, Memberships**

- Keller Graduate School of Management; MBA 2004
- Carroll College (University); BS Philosophy/Bio/Chem 1992
- Summit Group Associates – Affiliate Member
- WCEDA (Walworth County), MMAC, Waukesha County Business Alliance
- Waukesha Rotary (past)
- Board of Directors for the Hebron House of Hospitality (past)
- Funding Generator at DryHootch of Waukesha County

## **Ways to Connect**

- LinkedIn: [www.linkedin.com/in/petercrathmann/](http://www.linkedin.com/in/petercrathmann/)
- Twitter: @PeterCRathmann @SalesTechnik @MKEB2B @MKEAccelerator
- Blog: [www.petercrathmann.com](http://www.petercrathmann.com)
- Google+: Peter Rathmann