Rotary Club of Brookhaven

Brookhaven HTML Template

JANUARY 21, 2020

ADAM SHAPIRO, SALES REFORM SCHOOL

n this interactive session, Adam will define Trust and describe how to get there quickly in sales and in life. You will leave with two templates and a few lessons to bring back to your office and home.

Though I began my career in law, I leveraged my experience with corporate legal departments into a successful software and services sales career.

With 20+ years in the technology industry, I have held roles in sales, marketing and business development at companies like American Lawyer Media, Harbinger Corporation, Air2Web and Inovis.

From 1994 to 1997, I led the Southeastern Region's Sales and Marketing efforts for American Lawyer Media's Counsel Connect, an early internet-based online service for the legal community. In this position, I out-paced more established and well-heeled regions in revenue, subscriptions and usage.

I moved on to Harbinger, a B2B communications provider from 1997 through early 2000, exceeding quota each year. Then at Air2Web in 2000 and 2001, I created the company's sales-messaging and was awarded the outstanding sales award.

Most recently, I was Vice President of Sales for the managed services and value added networks lines of business for Inovis, a leading B2B integration services company. With Inovis, I successfully implemented our sales messaging and process methodology with two different sales teams and product marketing. My teams continually exceeded quotas by following, practicing and improving our processes.

This all led me in late 2004 to open my own business – SalesReformSchool™. In addition to implementing sales process and conversational messaging, I also consult on all thing relative to improving an individual's and company's sales performance. To be clear, SalesReformSchool™ is a sales consulting company that educates its clients in three areas: Sales Process, Sales Messaging

MEETINGS

January is Vocational Service Month

1/22	Adam Shapiro, SalesReformSchool
1/29	4th Wed: No Meeting
2/5	Bonnie Hardage, Executive Director at the Jesse Parker Williams foundation
2/12	No Speaker: CLUB ASSEMBLY
2/19	Speaker: Mr. Bob Hagan, End Polio Now Coordinator
2/26	4th Wed: No Meeting
3/4	Jonathan Brilling: Development Director, Auditory-Verbal Center, Inc.
3/11	Meeting at St. Martin's, lunch and school tour

BIRTHDAYS

2/12	Judith Fuller

WEDDING ANNIVERSARIES

ROTARY ONLINE

https://brookhavenrotary.org
https://rotary6900.org/
https://rotary.org/

ROTARY CLUB OF BROOKHAVEN

Wednesdays, 6:00 pm
Oglethorpe University - Hearst 112
4484 Peachtree Road NE
Brookhaven, GA 30319

and Sales Behaviors. Clients improve through workshops, one-on-one or group coaching, keynote addresses and consulting engagements.

Education: Yes, I am a lawyer receiving my Juris Doctor (Cum Laude) from the University of Georgia School of Law, where I served on the Law Review. I hold a Bachelor of Science degree in History from the University of Texas at Austin.

One last thing: It often seems I'm the "go-to" guy. My family and friends know they can go-to-me for answers or help or to point them in the right direction. Drop me on a corner in most cities, and I am the one others turn to for directions. I don't mind, I kind of like it.

If you would rather drop me a note instead of on a street corner, you can reach me at adam@salesreformschool.com or 404-798-8397. Also, please see my LinkedIn profile to get to know me better.



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