



Mark Spanswick:

With over two decades of experience in leading, building, and transforming commercial organizations, Mark is a trusted advisor and strategist in the field of commercial excellence. Known for a results-driven approach and deep expertise, Mark partners with businesses to unlock their sales potential and drive sustainable growth.

Expertise

Throughout his career, Mark has mastered the art and science of sales, specializing in the keys to a professionalized commercial organization. With experience and success leading commercial transformations, Mark has the tools needed to support any challenge. Areas of expertise include:

- **Sales Strategy:** Developing comprehensive plans that align with overarching business goals and market opportunities.
- **Sales Talent:** Identifying, recruiting, and nurturing top-tier sales professionals and future sales leaders.
- **Compensation:** Crafting incentive programs that align with company objectives and motivate peak performance.
- **Sales Process:** Streamlining workflows and systems to ensure efficiency and effectiveness in every sales interaction.
- **Sales Management Process:** Equipping sales leaders with the tools and strategies to manage, inspire, and lead their teams to consistently exceed expectations.
- **CRM:** Utilizing CRM technology, customer data and analytics to drive to desired outcomes.
- **Customer Segmentation:** Identifying key customer groups and crafting tailored strategies to meet their needs.
- **Sales Call Planning and Execution:** Enhancing the quality and impact of client interactions, leading to stronger relationships and increased conversions.
- **Sales Forecasting:** Building robust models to predict revenue and inform strategic decisions.
- **Sales Budgeting:** Allocating resources effectively to maximize return on investment.

Mark has led commercial organizations and advised executive leaders at Fortune 500 companies and mid-market, PE backed organizations. Examples include W.W. Grainger, Ace Hardware, LL Flooring, and Banner Solutions.

Approach and Philosophy

Mark believes the foundation of a high-performing commercial organization lies in its ability to cultivate top talent and install process, structure, and metrics that lead to profitable growth. His collaborative approach and experience ensures that every strategy and process is customized to meet the unique needs of the client's business.