



Thomas G. Knight, Partner

Expertise

Tom has operational and consulting experience in all aspects of sales strategy, sales operations, and sales management. Tom has served clients in North America, Europe and Asia and is published and quoted on sales strategy and sales management issues. He specializes in aligning Sales Strategy with Sales Organization Structure and Performance Management Systems to increase the predictability and sustainability of revenue growth. He has a strong strategic and implementation focus that serves to engage senior management quickly in understanding and committing to proposed change.

Notable Achievements

- Implemented a new sales strategy and account management process for a private equity owned manufacturing company which led to significant improvement in margins and revenue.
- Analyzed the agency operations of captive independent agents of a large national insurance company and developed an agent training and management processes to increase effectiveness and efficiency.
- Developed a new go-to-market strategy and leaner sales organization structure for a large foreign beverage distributor, increasing the available sales time high value markets by 25%.
- Conducted a custom survey of sales management practices for a national diagnostic equipment manufacturer which led to sales process changes and a redeployment of the sales force.



Professional Background

Tom has 20 years of Sales and General Management experience. He began his career in Sales with WiTel Communications Systems where he ultimately led the firm's National Account effort in the not-for-profit healthcare market. After earning an MBA, Tom began his consulting career where he has held the role of Practice Leader and Managing Director with Sibson & Company and Mercer. He has served companies in numerous industries, including: medical products, basic materials, high technology, insurance, financial services, and durable goods manufacturing.

Education

Tom has a Masters in Business Administration from Loyola University and a Bachelor in Science in Commerce, with special attainments, from Washington and Lee University.

Professional Affiliations/Published Works

Tom has been published in MDDI Magazine, Sales and Marketing Magazine, and Selling Power. He is also frequently quoted in sales and business publications Tom has been a frequent speaker on Sales Effectiveness and was formerly an instructor on Sales Compensation with the American Management Association. He is also a visiting lecturer at Loyola and DePaul's Graduate Schools of Business.