



Kevin Lawson
Fractional Sales Leader
513.399.6994



LIGHTHOUSE

SALES ADVISORS

Cincinnati, Ohio

Building a Path to Revenue

By Delivering:

Sales Strategy

- ✓ Business Intelligence Tools & Insights
- ✓ A Sales Organization & Infrastructure
- ✓ Compensation plan model that drive sales
- ✓ A Hiring Solution and Plan

Sales Process

- ✓ Customized Sales Cycle and Process
- ✓ A 2-Year Sales Forecast
- ✓ Acquisition & Retention Plans
- ✓ Sales Automation

Sales Execution

- ✓ Accountability for Sales
- ✓ Goals for Growth
- ✓ Pipeline Management Tools
- ✓ Shared and Visible Metrics

Challenges You May

Currently Face:

Sales Strategy

- ✓ Not sure where to start.
- ✓ Inability to go to the next level
- ✓ Underutilized CRM
- ✓ Sales Focus Varies by Salesperson

Sales Process

- ✓ We have no formal sales process
- ✓ All Salespeople sell differently
- ✓ I am doing too many things and many not well
- ✓ What we did in the past for success is no longer working

Sales Execution

- ✓ Inability to find the right salesperson for my industry, product/service
- ✓ No recent deal or personnel reviews
- ✓ Regularly missing company wide goals

Kevin Lawson Sales Biography

Business Segment Experience:

- ✓ **Software:** multiple SaaS firms with solutions ranging from accounting & ERP, to CRM, eCommerce, market research, and business analytics products.
- ✓ **Wholesale Distribution:** HVAC, Plumbing, Irrigation, and Water Systems
- ✓ **Enterprise IT:** Infrastructures, ERP, Inventory Systems
- ✓ **Commercial Services:** National Programs for Physical-Branding and Asset Management.
- ✓ **Product Commercialization:** SaaS, ERP, Platform Technologies, Custom Software
- ✓ **Professional Services:** Marketing, Digital Design, Lead Generation Agencies

Roles Played:

- ✓ **Sales Manager:** Product Line, Territory, Regional, and National
- ✓ **VP Sales:** SaaS, Professional Services, Distribution, Commercial Services, R&D, Managed Services Provider
- ✓ **Director Sales and Marketing:** Product, Division, Organization
- ✓ **Sales:** Support, Direct, Indirect, B2B, and Channels
- ✓ **Director of Business Development:** Product Line, Region, Division

About Kevin

Home: Lived in Cincinnati since 2014

Family: Mary Mc (spouse) and 2 kids

Member: Wyoming Golf Club, Presbyterian Church of Wyoming, Various Chambers and COI Groups

Graduate: MBA (Mount St. Joseph University, Ohio)

Undergraduate: BSBA in Marketing (Appalachian State University, North Carolina)

Fun Fact: Most people are surprised to learn I played Rugby in college.

Management Philosophy: At the end of your career my goal is for your life, work, and relationships to be better because you worked with, for, or around me.