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INTRODUCTION

Mark Dallmeier is CEO of The ROBB Group, LLC, a noted sales optimization-growth-transformation expert that has created and deployed new growth models, innovative sales – marketing 2.0 models and large complex selling systems and practices in Small, Mid Size and Fortune 500 companies resulting in the creation of over \$1.8 Billion in new sales for clients over the last 5 years.

Mr. Dallmeier is seeking to work with growth minded executives on new market development and organic revenue growth strategies, sales, support or marketing optimization and turnaround assignments where he can deploy new strategies and models to displace competition, capture client and competitor spend, accelerate the growth of sales, cash flow, profit and share value of mid market and Fortune 500 companies.

SUMMARY

- Serial Entrepreneur, Founder & CEO
- [Top Producing Sales](#), [Channel](#) & Marketing Executive Specializing in Start Up, High Growth & New Market Development
- Sales and Marketing [Turnaround, Growth & Transformation Expert](#), [Speaker](#)
- Author of Revenue Growth Methods, Assessments, Benchmarking Practices
- Architect of Competitive Displacement & Spend Capture Strategies / Programs for F 500 & G 2000
- Strategic Sales & Executive Trainer, Coach
- Background in Corporate Branding, Advertising

COMPETENCIES

- ✓ Business analysis, benchmarking
- ✓ Sales, support, service, marketing optimization, transformation
- ✓ Complex sales model creation
- ✓ Competition displacement
- ✓ Major account planning
- ✓ Skill assessments
- ✓ Growth strategy creation
- ✓ Strategic messaging, positioning
- ✓ Strategic planning facilitation
- ✓ Change management
- ✓ Sales training
- ✓ Executive coaching

CLIENTS

- ✓ Avnet
- ✓ Avaya
- ✓ Sage Software
- ✓ ACS
- ✓ XO
- ✓ MCI
- ✓ Verizon
- ✓ Cybermetrics
- ✓ Hard Dollar
- ✓ GreenTree Capital
- ✓ 3 Sigma Corporation

INDUSTRY EXPERIENCE

- ✓ High-tech software, services
- ✓ Outsourcing, managed services
- ✓ Training, consulting
- ✓ Telecommunications
- ✓ Publishing, advertising
- ✓ Manufacturing
- ✓ Business services
- ✓ Retail and franchises

BIOGRAPHY

Mark Dallmeier is CEO of The ROBB Group LLC, co-author of the company's library of intellectual property and spearheads the development and implementation of strategic mid market and Fortune 500 customer and partner relationships that grew the organization by 300% between 2004 - 2008. During his tenure he helped co-found and launch [Channel Savvy](#) a high tech channel consulting firm who has performed CEO growth and transformation institutes for partners of Avaya and Avnet that represent such companies as HP, IBM, EMC, Cisco, Microsoft.

Mr. Dallmeier's innovative sales and marketing 2.0 practices have been used in high growth, transformation and turnaround scenarios in manufacturing, services, outsourcing and technology companies. He has worked directly with dozens of companies across multiple industries and has interacted with and analyzed hundreds of client customers and complex sales transactions.

As Co-Founder and Vice President of Sales and Marketing at [net Fusion Corporation](#), he drove the growth of the \$4 M technology services firm, creating high quality corporate and services branding, commercializing product and services packages, securing major accounts and growing revenues by 300% over two years. Mark was instrumental in helping the firm secure angel funding for its first commercial software product.

Previous to net Fusion, Mr. Dallmeier was part of a turnaround team responsible for strategic sales and partnerships at [Infolmage](#) a Microsoft funded software company that was sold to ServiceWare in 2002. Prior to Infolmage he held various positions in sales and partner management at [Cyclone Commerce](#), and was instrumental in creating and growing its New Markets and Supply Chain product sales and services groups, increasing the adoption of Cyclone Software in Fortune 1000 companies and their supply chains accelerating the company's growth from \$2M to \$24M in three years which resulted in its sale to Axway.

Prior to being a top producer at [Platinum Technologies](#) and driving sales and marketing at other high tech companies Mr. Dallmeier co-founded various advertising and design businesses in California and worked with clients such as Toro, Fleetwood, Anheuser-Busch, Rohr Aerospace. Today, Mr. Dallmeier adds value to companies through board of directors work, turnaround and transformation engagements and [speaks on transformational growth at various CEO institutes](#).

CLIENT FEEDBACK

"Mark provided consulting, new methods, processes and resources that made our vision and growth objectives operational within 60 days enabling us to increase our average transaction size by 70% and strategically repositioned the company and sales team with C level clients and prospects."
-CEO, Cybermetrics Software

"In my opinion, (Mark's Sales Transformation workshop) was the most needed & valuable content from this Institute."
-CEO Attendee of the Avaya Channel CEO Institute

"Mark brought strategic business, sales and marketing skills to the table and provide thought leadership and assistance on existing accounts and pipeline opportunities as he worked with our leadership team to optimize our sales and marketing methods and processes. He helped us save one of our largest clients (\$800,000) even before he was finished with the process re-engineering."
- Board Member, 3 Sigma Corporation

RESULTS

Between 2002 – 2008 Mr. Dallmeier’s Mid Size and Fortune 500 customers realized significant sales and profit results created through his direct involvement at corporate and field levels:

- Average time to ROI: 60 - 90 Days
- Average sales cycle time reduction: 38% - 62%
- Average cost of sales / customer acquisition cost reduction: 28% - 55%
- Average transaction size growth: 75% - 300%
- Average revenue growth: 24% - 300%
- Average top producer attrition reduction: 50% - 90%
- Average win ratio growth: 50% - 100%

BEHAVIORS & VALUE

Based on Mr. Dallmeier’s skill, behavior, motivator and capability assessments performed through Target Training International (TTI), the following are general statements to provide a deeper understanding of his work style. These statements identify Mark’s basic natural behavior.

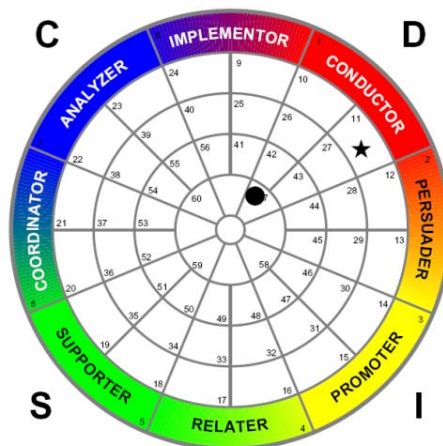
Value to Organization

- Benchmarked above top producer ranges in sales skill / knowledge in 6 of 8 categories.
- Challenge-oriented.
- Creative in his approach to solving problems.
- Places high value on time.
- Competitive.
- Has the confidence to do the difficult assignments.
- Will join organizations to represent the company.
- Self-reliant.

Behavior Attributes

Dominance	Influencing	Steadiness	Compliance
Demanding	Effusive	Phlegmatic	Evasive
Egocentric	Inspiring	Relaxed	Worrisome
Driving	Magnetic	Resistant to Change	Careful
Ambitious	Political	Nondemonstrative	Dependent
Pioneering	Enthusiastic	Passive	Cautious
Strong-Willed	Demonstrative	Patient	Conventional
Forceful	Persuasive	Possessive	Exacting
Determined	Warm	Predictable	Neat
Aggressive	Convincing	Consistent	Systematic
Competitive	Polished	Deliberate	Diplomatic
Decisive	Optimistic	Steady	Accurate
Venturesome	Trusting	Stable	Tactful
Inquisitive	Sociable	Mobile	Open-Minded
Responsible	Reflective	Active	Balanced Judgment
Conservative	Factual	Restless	Firm
Calculating	Calculating	Alert	Independent
Cooperative	Skeptical	Variety-Oriented	Self-Willed
Hesitant	Logical	Demonstrative	Stubborn
Low-Keyed	Underdemonstrative	Impatient	Obstinate
Unsure	Suspicious	Pressure-Oriented	Opinionated
Undemanding	Matter-of-Fact	Eager	Unsystematic
Cautious	Incisive	Flexible	Self-Righteous
Mild	Pessimistic	Impulsive	Uninhibited
Agreeable	Moody	Impetuous	Arbitrary
Modest	Critical	Hypertense	Unbending
Peaceful			Careless with Details
Unobtrusive			

Natural and Adaptive Behavior



Adapted: ★ (11) PERSUADING CONDUCTOR
 Natural: ● (57) SUPPORTING CONDUCTOR (ACROSS)

MOTIVATION

Based on Mr. Dallmeier’s benchmarking scores through Target Training International, LTD (TTI) his Utilitarian/Economic score shows a heavy interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves, but for their present and future family.

This value includes the practical affairs of the business world - the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the above average businessperson.

A person with a high score is likely to have a high need to surpass others in wealth.

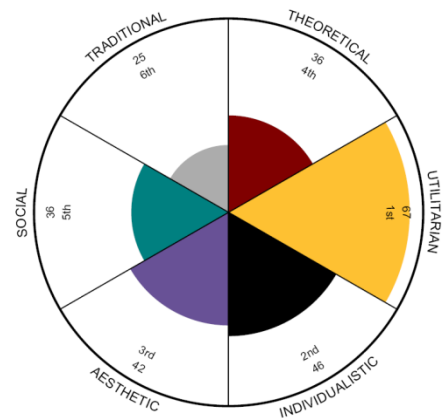
General Characteristics

- Interested in what is practical and useful in meeting goals.
- When profit or project cost/benefits are examined, Mark may take the position that the ends justify the means.
- Mark tends to like rewards based on the results achieved rather than on the method used to obtain the results.
- Mark tends to be hard working, competitive, and motivated mostly by financial rewards and challenging comp plans.
- Working long and hard to purchase the finer things in life is one of Mark's goals.
- Uses money as a scorecard.

Value to the Organization

- Able to multi-task in a variety of areas and keep important projects moving.
- Is highly responsive to competition, challenges, and economic incentives.
- Makes decisions with practicality bottom-line dollars in mind.
- High motivation to achieve and win in a variety of areas.
- Pays attention to R.O.I. in business or team activity.
- Highly productive.

*This information was provided to help set performance and behavior expectations and communicate the type of opportunities, cultures, scenarios Mr. Dallmeier excels within.



QUOTES

“Mark is a terrific strategist with the ability to cut through the clutter and get to the heart of the dynamics that move a complex deal. His processes and tools help keep everyone focused on the facts and in making objective decisions. I really appreciate his leadership style and ability to work groups of strong-willed individuals. I’d recommend him to any services sales organization.”
 - [Brian Fulton](#) , Client Partner , Verizon Business

“Mark helped me develop a strategic sales plan, C level positioning, messaging, and presentation materials. The result: a shorter sales cycle, an improved closing ratio, and increased monthly recurring revenue. I would recommend Mark to any professional sales organization looking to optimize their performance.”
 - [Jason McDermott](#), Enterprise Account Executive, XO Communications