

Eileen Kent

President, Keynote Speaker, Sales Strategist at Custom Keynotes, LLC

Chicago, IL, US

Eileen Kent "Your Federal Sales Sherpa" Keynote on Federal Sales Game, Proposal Writing, Contracting, Strategies and More!

Biography

I am passionate about helping your executive team learn the game of how to strategize, capture and win long-term business as you branch out to new markets. Besides teaching at the popular Fedmarket.com, I develop custom sales presentations and strategies with three immediate goals, "Educate the New, Motivate the Frustrated and Validate the Experienced." The take-away for you is a motivated team with a customized, executable sales action plan. Check out my website at <http://www.federalsalesherpa.com> where you can listen to my blogtalk radio shows or my corporate website: <http://www.customkeynotes.com> where you can read about my keynote experience.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Government Relations

Areas of Expertise

Federal Sales, Building Blocks of A Winning Federal Proposal

Affiliations

LinkedIn, The Federal Contractor Network, Fedmarket.com,

Sample Talks

Custom Keynote

Many companies have approached me for their specific sales challenges and event needs. I am happy to talk to you about your current situation and what you hope to accomplish. I am comfortable one-on-one and in a huge auditorium. Whatever your situation, I will make the event fun, engaging, smart and action-packed. Call me at 312-636-5381 and let's get your event topic started today!

Sales Action Plan Workshops

Based on what market you plan to enter, I can help you introduce it to your sales team and develop a custom action plan they can execute immediately and hit the ground running. After we develop and present a one-of-a-kind, unforgettable program, your team will hit the field, smarter, stronger, and ready to take on their territories.

Building Blocks of a Winning Federal Proposal

This class has enough materials for an eight-hour event, but can be broken down to subjects: *The Bid/No Bid Decision *The Evaluation Committee - What is Being Said Behind Closed Doors *Win Themes - The One Reason Why They'll Choose You *Federal Sales/Proposal "Game" *Contract Types *Tools and Templates for A Winning Proposal Process *Managing the Proposal Process

Federal Sales Game-How to Play to WIN!

Believe it or not, there is a game behind federal contracting and everyone attempting to capture this \$1T Market should know how to play it, understand the terminology and know the players. This can be an 8-hour class and it can be a 90-minute breakout session. Ready to be demystified? Kent is known in the industry as "The Federal Sales Sherpa." Topics Covered: *Federal Market Overview *Contract Vehicles & Acronyms *Small Business Opportunities *Subcontracting, Teaming and Partnering *More!

Project Managers-How to Turn a Client - Into a "Forever Client"

Are you a project manager or do you manage a team of project managers who work on-site and have the opportunity to capture more business? Although "it's not your job" to sell to clients, it is your "job" to capture further tasks and opportunities that are right in front of you. In this 90-minute or half-day session, Kent helps define your role in the capture process and helps you with the "rules of engagement" when uncovering an opportunity. PMs LOVE this class!

Event Appearances

Federal Sales 101: Winning Government Business

I have taught this class to thousands over the past 8 years. Offered through fedmarket.com

Writing and Managing Winning Proposals

I have taught this class to thousands over the past 8 years. Offered through fedmarket.com

GSA 101, Selling to the Government from Your Own Back Yard, IDIQ Contracting...

I have taught webinars for over three years now. These webinars are offered through fedmarket.com

Marketing Your GSA Schedule

General Services Administration invited me to speak at GSA Industry Days. Presentation Example <http://www.gsa.gov/graphics/fas/MarketingYourGSASchedule.pdf>

Education

Accomplishments

National Manager-Federal Contracts

Tecta America Corporation hired me on a consulting part-time basis to help them focus the efforts of their 45 Local Operating Units across America and within 18 months, we customized and developed a plan which captured \$65M in federal contracts from February 2009-December 2010.

Fedmarket Federal Sales Academy

I have taught over 10,000 students through Fedmarket.com private and public classes on selling to the feds, proposal writing, GSA schedule contracting and private corporate keynotes. Large and small corporations have attended my classes and returned and rebooked me on many, many occasions. I remain at Fedmarket as a National Seminar Leader on a consulting basis.

National Sales Manager-GSA

After 6 years in Commercial Sales and Management in the midwest for Brook Furniture Rental, I was promoted to this national sales position and to go on the "Lewis and Clark" expedition of selling to the federal government. I was able to uncover and deliver the very first offices of the newly formed Department of Homeland Security in Washington DC. This was only one of many relationships built and lessons learned selling to the feds in a post 9/11 world.

Showroom of the Year - Chicago

Presented by Brook Furniture Rental - for overachieving sales goals at a higher percentage than any other showroom in the midwestern district.

2000 "Woman of Achievement Award"

This distinction was bestowed on Eileen Kent in the year 2000 when the Chicagoland Chamber of Commerce Nominated Kent for her volunteerism in helping the Chamber Grow over the past five years. NAWBO-Chicago awarded Kent along with 10 other winners and honored them at a luncheon at the Chicago Hilton and Towers in May of 2000

IFMA-Chicago "Robert Schaffer Award"

The International Facility Manager's Association awarded Kent for her active involvement on the Board of Directors as well as the Membership Chair from 2000-2005. This award is given to one member and is the highest achievement amongst facility managers. Kent, a vendor serving the facility manager industry in Chicago and an "affiliate member", was awarded this - although it is typically given to a facility manager or a "professional member."

Testimonials

Mark Santacrouse

?Eileen did a terrific job as National Manager for Federal Contracts at Tecta. We first hired Eileen to train our sales organization on how to do business with the Federal Government and then hired her to help us launch our federal sales operation. She did a wonderful job showing our organization how to best position ourselves to work with contracting officers in the federal organization. Our federal business is strong and we have high hopes for the future in large part due to the work we did with Eileen.?

Barbara Rodriguez

"Eileen is the gift that keeps on giving! We have attended at least three trainings with Eileen?both on site and through webinars. She just keeps us coming back for more! After one training with Eileen, she is yours forever! If she doesn't know the answer she will find the answer and no question is too small. Eileen has never failed us and many times has gone above and beyond what anyone would expect in helping our company navigate the federal procurement system and plan an effective strategy. She brings an intense amount of energy and sincere caring to her work. Relationship building is what Eileen Kent is all about."

Martin Steinlauf

"Over the past years I have heard Eileen Kent speak at the annual GSA Industry Days in Kansas City. Being multi talented, she talks to us at a level we can understand. The content of her speeches are always germane to the event and at the level of people in the audience. For those who aren't familiar with Eileen, put her down on your checklist of "who do I really want to hear speak." When you do, remember you heard it here and you will walk away with new ideas and the positive inspiration she creates behind it."

Jason Lovell

?Eileen is truly one of the best. She's a sherpa for gov contractors! I have known her for 5 yrs now and when I joined the Governor's Administration in Indiana to ramp up our defense industry, she was the 1st one I brought in to train our Indiana companies and we just completed another session in which she again demystified the government procurement process for nearly 60 small companies.?

Jason Fuller

"Eileen's insight and knowledge have been extremely helpful to us in our federal work pursuits. The energy and excitement she maintains throughout the session is refreshing and her professionalism and ability to present the information in a way that is both engaging and informative is very effective. It has been a pleasure having Eileen Kent speak on both occasions and would recommend her training sessions on Federal Sales and Marketing to anyone. Thanks again!"

CJ Lange

"I recently worked with Eileen to develop a training session for my executive sales team. The task was highly complex because it had to encompass all corporate divisions and customer sales channels in scope and applicability. Eileen created and delivered what I believe was the perfect catalyst for my sales team to both unite forces and also expand sales intel to maximize our overall potential moving forward. It was an honor as well as a pleasure working with Eileen and I look forward to working with her again in the near future. To anyone that is in high need of an experienced business channel and market intelligence analyst look no further than Eileen Kent! She's definitely one of the best out there!"

Victor Furnellis

"I recently attended one of the federal sales classes conducted by Ms. Eileen Kent this past July. I wanted to bring to your attention how pleased I am at the return on my investment from the class as well as the class itself. Ms. Kent was very knowledgeable in the subject, provided real world experiences and unlike other business classes that I've attended in the past, she really listened to and understood the nature of my business and each of the businesses represented by other class attendees. She introduced many ideas on how to navigate within the Federal sales world, outlining correct and efficient paths and noting paths and strategies that can thwart business prospecting efforts. Kudos to Eileen! She is fantastic."

Mary Mannucci

"I have had the great fortune to work with Eileen in several capacities over the past twelve years. First and foremost, Eileen was my first sales manager. She taught me everything I know about selling and building lasting relationships. Eileen's style is teaching by example and encouraging to think unconventionally. She is a tactical sales person as well as a solution provider. The integrity she brings to the table is unparalleled. She is honest in her approach and the entire sales process. Secondly, I have had the privilege to take one of her FedMarket classes. She is methodic in her delivery and extremely engaging. She is professional and entertains questions until everyone feels comfortable with the material feeling like an expert!"

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