

Tom Cates

President at The Brookside Group

Acton, MA, US

Experienced Speaker and Motivated Businessperson

Biography

Tom Cates is founder and president of The Brookside Group, Inc, a management consulting firm that focuses on building better client relationships. Tom has over 15 years of experience leading consulting assignments covering the customer-facing elements of sales, marketing and customer service and support functions in industries including healthcare, professional services, manufacturing, information technology, telecommunications, insurance, accounting, pharma, retail, IT and more. He has contributed to three books on customer-based strategies and is currently working on a fourth book on measuring and managing customer loyalty. Cates is also a senior partner at Sherbrooke Partners, a Boston-based management-consulting firm, and is a founding member of Sherbrooke Capital, a \$100 million private equity venture fund focused on the health and wellness markets. Prior to founding Brookside, Cates held senior positions at Mercer Management Consulting, Inc. and IBM. He holds an MBA from The Wharton School of The University of Pennsylvania and a BAE from The Pennsylvania State University.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Corporate Leadership, Corporate Training, Business Services

Areas of Expertise

Sales, Business Intelligence, Customer Insight

Affiliations

MBA, The Wharton School of The University of Pennsylvania

Sample Talks

Turning Client Defection into Client Perfection

If asked, account teams would say they know their clients, "Pretty well." Fact: They can know them better. After years of research, I've found the disconnects between clients and account teams to be startling. Account managers tend to overestimate the quality of poor client relationships and underestimate the good ones. Businesses with strong relationships see 2.5x more share of wallet. Learn to transform your weak relationships into loyal clients and gain a sustainable, competitive advantage.

Education

The Wharton School of The University of Pennsylvania

MBA

The Pennsylvania State University

BAE

Accomplishments

Inc. 5000

The Brookside Group was named to Inc. 5000 in 2008, 2009, 2010 and 2011.

Selling Power's Sales Training Program of the Year

The Brookside Group was twice named a finalist in Selling Power's Sales Training Program of the Year.

American Society of Training & Development

The Brookside Group's Critical Management Skills curriculum was cited for excellence by the American Society of Training & Development.

Boston Business Journal Pacesetters

The Brookside Group was named one of the country's fastest growing private companies.

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