



An exclusive community of Sales Mangement Professionals

EcSELL INSTITUTE MEMBERSHIP DETAILS

Welcome to the EcSELL Institute. You are now part of an elite group of Sales Management Professionals who have joined together to create an unrivaled sales resource.

As a member of the EcSELL Institute, you now have an arsenal of research, case studies, best practice documents, white papers, and industry experts, as well as a trusting network of peers at your fingertips. We won't tell you what to do, how to do it, and when to do it. Rather, we equip you with the information, tools, and data to help you make educated, substantiated decisions around managing and leading your sales department.

We pride ourselves on the quality of information we source for our members. Everything presented in our EcSELL Resource Library is fact-based. You won't see any opinion pieces or theories here. Every idea, best practice, and strategy in our Resource Library is backed up with statistical proof and documentation that it works. We will also look to you, our members, to add documents and best practices to grow this vast resource.

Within the EcSELL Resource Library, we offer multiple viewpoints and approaches so you can better evaluate and identify practices that best fit your organization. And, because sales is always evolving and the business world is ever-changing, we push updates from our Resource Library to our members monthly. This allows you to stay abreast of the latest trends, strategies, and methodologies in sales management.

You will have unequalled access to world-renowned experts in the area of sales leadership, coaching, and managing the 6 Pillars of Productivity during our regularly scheduled EcSELL Institute Sales Management Summits and monthly Webinars. Ours is one of the only sales leadership conferences focused entirely on the issues and needs of upper level Sales Executives and their management teams. Held at different locations throughout the United States, you and your Sales Managers will be learning from the best in the world.

The power of the EcSELL Institute community comes from our members who are willing to share, interact, and grow together. We encourage you to utilize the EcSELL Peer Network to locate other sales management colleagues, post questions, or share a best practice.

Contact anyone on the EcSELL Institute team with your thoughts, questions, or concerns. Our organization will only be as strong as our members are active and participating. Thank you for trusting us to work with you and your team!

Best regards,



William L. Eckstrom
Founder and President, EcSELL Institute

EcSELL Institute Membership Benefits

You can **stay in control** of the direction of your department. We don't tell you what to do, how to do it, and when to do it. Rather, we equip you with proven, fact-based resources so you can identify the solutions best suited for your unique culture and implement changes with confidence.

You can **save time and energy** because we streamline the information and instruction for you. Our research team filters and reviews everything prior to posting it. EcSELL Institute only provides that which is most relevant to sales management, and that which has the proven potential to positively impact productivity.

You can **learn effectively** because the resources are provided in a variety of learning mediums to accommodate individual learning styles and preferences. EcSELL Institute offers monthly webinars, annual Summits, regional conferences, a robust Resource Library, and a lively Peer-to-Peer collaboration network. These offerings create channels for the continual development of your professional skills, rather than being a single training event.

You can **locate answers to your questions quickly with ease, anywhere and anytime** the need arises because we house the information online in the EcSELL Resource Library. Information is organized around the 6 Pillars of Productivity. Included are best practices, white papers, case studies, webinar recordings, and research papers, all of which can be viewed online or downloaded.

You can **be confident** in trusting the information provided by the EcSELL Institute because everything we present is fact-based. No opinion pieces, no theories.

You can **eliminate the guesswork** and time requirements of finding a solution provider and, more importantly, benefit from the wisdom of many, not just a single-solution consultant. We have partnered with industry-leading, reliable, proven companies around the 6 Pillars of Productivity. Each organization goes through an extensive review process to ensure our members are receiving break-through ideas and solutions that are science-based and proven to work.

Most importantly, you become a part of the EcSELL Institute **family, a community of like-minded professionals** to connect with for ideas, solutions, and advice.

EcSELL Institute does not receive remuneration of any kind from our partners in the form of "kick backs" or fees, or referrals. This allows us to focus solely on content quality.

The EcSELL MEMBERSHIP OVERVIEW

Your Membership with the EcSELL Institute Includes the Following Benefits:

Full Access to our Members Only Resource Library

- Unlimited logins and full access to the EcSELL Resource Library – an online tool that provides best practices, fact-based research, articles, and sales strategies around sales leadership, coaching, and managing the 6 Pillars of Productivity.

Invitations to the EcSELL Institute Off-site Summits and Online Learning Events

- Reduced admission to the EcSELL Institute Sales Management Summits – seminars specifically created for VP Sales and Sales Managers. Send as many people as you want.
- Unlimited seats at the EcSELL Institute monthly Webinars.
- Special invitations to regional workshops and events.
- Subscription to the EcSELL Sales Management Newsletter – each person in your company who creates a unique user name and password will automatically receive the newsletter.

Belonging to an Exclusive EcSELL Peer Network

- Talk with and learn from your peers.
- Participate in discussion groups.
- Post questions.
- Set up your unique profile so others can get to know you.

The EcSELL RESOURCE LIBRARY

As a member of the EcSELL Institute, you have full access to the EcSELL Resource Library. We source the very best research, white papers, case studies, and best practice documents from industry experts who specialize in collecting data and formulating ideas based on fact. You can feel confident that everything we present is proven to work.

Finding the Right Information is Easy:

The EcSELL Resource Library allows you to search for desired information in multiple ways. Search features include:

* **6 Pillars** – see everything that falls under the major areas of sales, over which you have control and management authority.

1. Talent identification and acquisition
2. Sales methodology and sales skills development
3. Professional development
4. Sales analytics and performance tracking
5. Compensation / Recognition / Rewards
6. Planning

Plus

Leadership Coaching and Management

* **Type of research** – options include:

- White Papers
- Research Reports
- Case Studies
- Best Practice Documents
- Articles
- EcSELL Sales Executive Newsletters
- Webinars
- Video / Podcasts / Audio

* **Advanced Search Option** – see a cross section, from each type of research, that relates to the specified topic.

The EcSELL RESOURCE LIBRARY

Updated Regularly:

The EcSELL Resource Library is updated multiple times per month. We highlight the latest additions to the website in a special “Latest Posts” section on the landing page of the membership site. You will also receive a monthly E-Alert, which summarizes all the latest posts to the EcSELL Resource Library.

Your Opinion Counts:

Our goal is to provide relevant, timely information that is useful and beneficial. That said, we encourage you to provide comments on the research you have read. This helps us monitor your opinions and enables our research team to stay abreast of our members’ needs and wants.

Share With Each Other:

Finally, we are interested in what you are learning within your own company. We have included a place where you can submit research studies that you come across on your own and/or studies that your company has conducted in-house. Our research team will review each one. If selected, we will scrub your proprietary information to genericize it and make sure your company name doesn’t appear anywhere. The power of an EcSELL Institute membership is what we all bring to the table.

The EcSELL SUMMITS

You will have unequalled access to world-renowned experts in the area of sales leadership and management during our regularly scheduled EcSELL Institute Sales Management Summits. Ours is one of the only seminars focused entirely on the issues and needs of upper level Sales Executives and their management teams. Held at different locations throughout the United States, you and your Sales Managers will be learning from the best.

What's Included:

Members of the EcSELL Institute can attend Summits at a special members-only price. There is no limit to the number of people you bring from your company.

Topics and Speakers:

Summits focus on leadership and coaching skills, and management of the 6 Pillars of Productivity. No two Summits are the same, as we bring in different industry experts for each event. We encourage our members to attend the Summits in order to realize the full benefit of the EcSELL Institute community. It is a great way to perpetuate the ongoing quest for professional knowledge and development.

We only bring in instructors whose information is based on fact and proven success. You will have access to some of the smartest people in the world of business, and each is on the cutting edge of leadership, coaching and sales management strategy and research. The time you spend with us will be so valuable, you won't want to miss any of our events!

The EcSELL PEER NETWORK

Profile Set Up:

A person from our Member Support team will contact you to help you fill out your company profile for the EcSELL Peer Network. Members of your sales management team can set up their individual profile pages at any time. You can update your individual profile page by clicking on the “Update My Profile” link on the EcSELL Institute membership home page.

Seek Out Answers from Your Peers:

Search features make it easy to find EcSELL Institute members willing to discuss the latest trends and ideas. Working together to find solutions is what makes this community strong.

The strength of this community is the willingness of our members to help each other, share with each other, and learn from each other. Contact a fellow member directly or post a question on the Member Discussion board for all to respond. You now have a network of friends to turn to for business related questions or topics.

For example, help each other make contacts in a new city, ask for recommendations about vendors, seek out advice before entering a new market, or even learn about interesting things to do while vacationing in the area. The power is in the people, and we have some of the best in the EcSELL Institute community.

Trust and Integrity are Essential and Expected:

We insist on maintaining an environment that is trustworthy and safe. EcSELL Institute members police themselves, and we also oversee the message boards to ensure the content is ethical and appropriate. The EcSELL Institute will directly contact any member we feel is abusing this resource.

COMMUNICATION WITH OUR MEMBERS

The EcSELL Institute communicates with its members through a variety of tools.

EcSELL Sales Management Newsletter

The EcSELL Sales Management Newsletter gives you the opportunity to continue your journey in the pursuit of knowledge and improvement. As a member, you will automatically be emailed our newsletter. Unlike other newsletters, ours will only contain fact-based information. Each will contain new pieces of research on topics that revolve around the 6 Pillars, sales leadership, coaching, and management. We will also include a case study so you can see the science of sales research put into practice. A calendar of events is provided so you never miss out on our Webinars, Summits and other events. This is emailed six times each year.

We encourage you to share it with others or, better yet, sign up your team members and clients to receive a copy of the EcSELL Sales Executive Newsletter directly. Simply send names and emails to info@ecsellinstitute.com.

EcSELL Webinars

The EcSELL Institute holds monthly Webinars. Each lasts 60 minutes. Our Webinars drill down into a specific topic within one of the 6 Pillars, sales leadership, management or coaching.

Held over the lunch hour, members can tune in as experts share their viewpoints and solutions on focused topics such as talent acquisition, sales methodology, sales analytics, compensation planning, training initiatives, etc. This is an easy way to add to your knowledge base in a short period of time.

Members will be notified of upcoming Webinars via an email invitation each month. Members need to register for the Webinars they wish to attend. Anyone on your team can attend.

EcSELL E-Alerts

Members will receive monthly email notices that alert them to new posts in the EcSELL Resource Library. We help you stay up to date on the latest information so you never miss a beat.

Member Services Calls and Emails

Team members from the EcSELL Institute member services department will contact you throughout the year with reminders, updates, and notices on important events and issues.

Two-Way Communication

Our door is always open and we encourage you to contact us with any issue, need, or question. We strive to be the best we can be for our members, and knowing what you want is the first step. We look forward to talking with you.

Discussion Alerts

The EcSELL Institute Discussion Forum provides an opportunity to engage with other sales management peers within a support network. Members will receive Discussion e-Alerts when comments and questions are posted to the discussion board by other members and EcSELL Institute Partners.

Presidential Passage

EcSELL Institute Founder and President, Bill Eckstrom, provides insights into sales leadership, coaching and management through the monthly Presidential Passage.

EcSELL CONTACT INFORMATION

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