

Speaker & Moderator

# WAYNE O'NEILL

Business growth strategist, coach & instigator



**RESET**

**THE WAY YOU THINK**



Learn to implement sustainable pathways for revenue growth

You'll challenge the traditional business mindset and adopt a new approach with  
**THE CONNECTION PROCESS™**

**HERE'S HOW  
WE'LL BENEFIT  
FROM WORKING  
TOGETHER**



- Identify characteristics of a 'Smart Client'
- Build and leverage sustainable account relationships
- Improve your soft skills in relation to the sales process
- Identify and leverage market intelligence

# COMPANIES COACHED BY WAYNE

Business growth strategist, coach & instigator **Wayne O'Neill**



**Balfour Beatty**

**Gensler**



**Honeywell**



**JACOBS**

**TELLEPSEN**



## A Snapshot of Past & Current Clients

Johnson Controls  
Honeywell  
ADP  
Surgical Information Systems  
Asset Works  
Tellepsen  
Beck Group  
Walker Engineering  
HOK  
Bailey Architects  
Gensler  
LCS  
Walter P. Moore  
Encotech  
ECM Intl  
MBJ

Adolfson & Peterson  
Van Gilbert  
Yearout  
Ware Malcomb  
Garner Fritsche  
KBR  
El Paso CC  
Houston Baptist University  
Shepley Bulfinch  
Dell  
KAST Construction  
Balfour Beatty  
Broadus & Associates  
KPMG  
Wind Capital Group  
Steinburg Architects  
Wohlsen Construction



*[Wayne's] process and approach has helped us fine-tune our thinking, and forced me personally to step back to really understand the people who are in the room, their personal risks and fears. And also focusing on relationships as opposed to transactions.*



**Kurt Young**  
Principal | Walter P. Moore

# WHO IS WAYNE O'NEILL?

Business growth strategist, coach & instigator **Speaker & Moderator**



- 35+ years experience in account development with 25 years spent in the project delivery industry.
- Served as a National and Regional Account Manager for companies like PSA/Dewberry, Bovis, and Gilbane Building Company.
- Provided coaching for several Fortune 500 companies including Honeywell, Johnson Controls, Jacobs and ADP.

- Other nationally recognized brands have taken direction from Wayne such as Dell, KPMG, Tellepsen, Gensler and KBR.
- Wayne released his book 'RESET' in April 2014.
- Developed a proprietary software program designed to provide greater efficiency and depth in contrast to existing CRM programs.



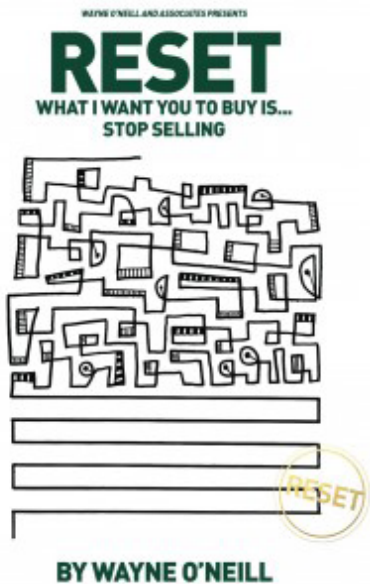
*I have known Wayne for over 20 years as a colleague and an advisor. Wayne's ability to cut through the clutter and facilitate a candid, productive discussion makes his guidance an invaluable component to any company's growth strategy.*



Judith Rhines  
VP | Cutler Associates, Inc

# SPEAKING TOPICS & DISCUSSIONS

Business growth strategist, coach & instigator **Speaker & Moderator**



1. Learning to Unhook from Traditional Sales Strategies
2. Developing stewardship to equity strategies
3. Lagging vs. Leading indicators to drive revenue growth
4. Identifying the key characteristics of a 'smart' client
5. Developing multiple paths to revenue
6. The Connection Process
7. Presenting vs. Connecting
8. Learning to Answer a Decision-Makers #1 Question: WHY DID YOU CALL ON ME?
9. Using Non-Traditional Strategies to Achieve Long-Term Sustainable Growth
10. Leveraging Stewardship to Equity Strategies to Win Work

*What we actually found, was that by talking directly with owners, they were able to understand how our services aligned with the solution to their business issues. The move didn't end up creating problems with our partner relationships in any way. Now all parties could show even greater value and impact when working together to solve owner's issues. So we no longer react to scope that is already planned.*



Steve Clarke, PE  
Managing Principal | Jacobs

## COACHING THE CONNECTION PROCESS FOR IMPACT

