

BNI – IBC Chapter Business Biography

Karen Casey

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Company: Lushin and Associates

www.lushin.com

Service: salesforce development business focusing on people, process, strategy and skills

People:

- Attitude, behavior, and technique
- Rules based not script based

Process:

- Create common companywide sales/sales management language
- Create and document company specific sales processes

Strategy:

- Hiring strategy
- Onboarding strategy
- Long term and short term growth strategy

Skills:

- Sales
- Sales management
- Leadership
- Personal/life skills

Service Area: Indiana (primarily central Indiana since our main office is in Indianapolis - however we recently opened a satellite office in Fort Wayne as well)

Target Market:

60% of our business is a small business owner with 2-15 salespeople

- 20% of our business is individuals who work for all types of companies that are investing in themselves
- 20% of our business is corporate where private training may be involved

Best Type of Referral:

- business owner that sells or has a sales team
- sales manager with power to make training decisions
- commissioned salespeople

E-intro:

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Karen is a respected sales trainer and executive coach for Lushin and Associates. She has been involved with Lushin not only as an associate, but also as a client since 2004. She incorporated the knowledge and skills gained through this training into her daily sales routine which directly influenced her ability to successfully sell to top executives in her field. It is now her mission to assist in bringing confidence and clarity to the sales process for her clients.

The PAIN:

- Concerned about not getting in front of enough people even though they have a good company, great product and superior service
- Getting in front of a lot of people but frustrated that they have projects stalling in the pipeline, they are hearing a lot of think it overs and prospects are even hiding from them
- Discouraged by constantly dropping their price to get the business
- Concerned about the future of their business and of their lifestyle because it is in the hands of salespeople they are not certain can do the job
- Frustrated that they have hit a sales ceiling and don't know the best way to break through to the next level
- Just crazy busy but not sure that the things they are working on are really helping drive sales and increase profits