



Jim Roche

Associate

With over 25 years of sales, marketing, and management experience, Jim Roche is an industry recognized expert in creating and operating world-class sales teams. A 2005 American Business Award finalist for Best Sales Executive, he has held a variety of sales roles ranging from “carrying a bag” and running large and highly decentralized sales teams to creating and implementing sales automation systems training and running worldwide sales operations.

Much of his career was spent at META Group, Inc., a leading technology research, consulting, and advisory firm with operations in 35 countries, offering information technology strategic consulting, transformation programs, and retainer advisory services. His most recent role at META Group, prior to its acquisition April 1, 2005 by Gartner, Inc., included building and running worldwide sales operations centered on a highly successful implementation of the ValueSelling sales process. The existing, underperforming sales automation technology was updated and re-released with a comprehensive role-based training program which leveraged the new sales processes. In addition, he completely reengineered new hire training to facilitate delivery of ValueSelling process-centric information rather than simply product features and benefits. He also worked to tightly integrate the marketing and service departments, increasing cross-selling and lead generation. While turning over 35% of the sales and client services team, some of his results included growing revenue 16% (industry average 2%), decreasing pipelines by 50% while growing business backlog by over 70%, increasing average deal size by over 40%, and decreasing “time to effectiveness” for new hires from 8-12 months to 3-6 months. His responsibilities also included rewriting sales compensation plans, target and territory modeling, and rollout.

Jim held several other positions during his tenure at META Group, where he started as an extremely successful field sales executive, managed various field sales teams, and managed a team of over 25 tele sales representatives. He also has extensive sales and management experience in retail operations including County TV & Appliance, the largest, single store, home appliances, and electronics retailer in the state of Connecticut. Jim attended the Cooper Union School of Engineering.

Contact:

+1 203 904 6657
jim@valueselling.com
Connect on LinkedIn

   
valueselling.com

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