

The Regional Municipality of Halton



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Cain Sales Solutions was founded by Michelle Cain. With more than twenty years of sales experience, including several years training sales professionals, she made the decision to launch her own business in the fall of 2003.

With a corporate mission focused on helping clients recruit, develop and retain top sales professionals, Cain Sales Solutions utilizes leading edge assessment, training and measurement programs to increase sales productivity.

Using custom designed sales solutions, tailored to meet the unique needs of clients, has allowed Cain Sales Solutions to achieve a high degree of client satisfaction. Clients are able to draw from a wide range of services, which include the following components:

Services



Assessment	Training	Aftercare	Measurement
Consulting	Prospecting	Coaching Program <ul style="list-style-type: none"> • One on One • Group 	Certification <ul style="list-style-type: none"> • CSP Key Performance Indicators • Activity • Pipeline • Results

Personnel	Professional Selling		
<ul style="list-style-type: none"> • One on One • Online • Mystery Shopper 			
	Strategic Account Management		

Cain Sales Solutions has worked with both international and boutique firms across a variety of industries including hospitality, telecommunications, financial services, consumer products and industrial products. During 2004, approximately 10 per cent of their business consisted of exported services to the U.S. market and the projection for 2005 is to grow that to 20 per cent of overall revenues.

In January 2005, fresh from selling his Action International Business Coaching enterprise, Patrick Cain joined the firm as a partner. With more than 20 years of sales in his background, including significant experience in strategic sales and national account management, he brings the expertise to lead the consulting component as well as the strategic account sales training for the organization.

Both Michelle and Patrick have earned, with distinction, the Certified Sales Professional (CSP) designation from the Canadian Professional Sales Association (CPSA). Currently, Michelle is one of a select group of examiners for individuals working to achieve the CSP designation, while Patrick facilitates Strategic Account Management for the CPSA.

The Halton Region Business Development Centre has played a significant role in helping ensure the launch and success of Cain Sales Solutions. Early in the process, Michelle engaged in a discussion with a Small Business Consultant and utilized resources from the centre to facilitate the start-up of the business. Patrick has attended the Halton Region Bridges to Better Business Event the last two years to dialogue with business experts and network with other local business owners. Patrick has also donated his time as a subject matter expert in the Halton Region Access to Professionals Program to assist other entrepreneurs as they progress through the start-up phase.

For further information, or to arrange a discussion on how we might assist you in reaching your sales goals, please contact Michelle or Patrick at:

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Or visit our website at:
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