

MAY 1, 2014

THIS WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be held on **May 8th** here at Vic's All-Star Kitchen at 7:00am.

GREETERS will be.

There are 3 SPOTLIGHTs this week:

- on **Onstad's Insurance** by **Dave Jones**
- on **Opes Advisors** by **Jim Pease**
- on **Big O Tires** by **Lawrence Ling**

The DISCUSSION will be led by **Joey Minahan** of the Door Doctor.

THE WEEKLY "POT" REPORT:

Congratulations, **Pat Patterson** of Sales Acceleration Consulting who won the pot this week: \$53!

TVEA's 50/50 raffle begins again at **\$50.00** with 10 white marbles (\$5 each), 2 blue marbles (\$10 each) and 1 red marble (winner takes all).

THOUGHT FOR THE WEEK:

BY PAT PATTERSON

"If you think you can, or if you think you can't, you're right."

A'S vs. GIANTS:

Cory Pinter of Logo Boss has come up with a **commemorative shirt** design for the game. The price will be \$30-45 depending on how many are ordered. Please let him know ASAP if you will be ordering a shirt.

Tickets for the A's vs. Giants game on July 8th have been distributed. If you did not receive yours, you were not here, you left them on the table or you haven't paid for them yet. Please see Cristin.

There were no extra, so if you have some you don't need or need more than what you got, let her know and she'll list it in the Newsletter.

CLASSIFICATION:

Born and raised in California, and moving from Placerville to Patterson, **Pat Patterson** graduated from Patterson High School. He went to UC Berkeley and graduated from the School of Architecture, and spent many following years working in facilities planning.

In 1985 Pat moved to the Tri-Valley, where he met his wife, a South African native. He enjoys fishing and golf and is involved with the Tri-Valley Convention and Visitors Bureau, a Consultants Association and Ducks Unlimited.

After 20 years in the corporate world, Pat went through St. Mary's MBA program, where found that he really enjoyed sales. With this knowledge he bought, improved and sold a number of businesses, including a relocation company and a sports sales and marketing business, gaining a deeper understanding of small business practices, particularly marketing and strategic planning.

Following the sale of one company, Pat began doing sales and business consulting. In 2013 he joined Sales Acceleration Consulting and partnered with Scott Merritt, author of "Growing Sales", to expand his service representation of the company within the Tri-Valley market.

Their mission is to identify the catalyst for growth in a particular business. At Sales Acceleration Consulting, they believe that if you cannot sufficiently analyze your business, you cannot grow your business or manage it effectively. Pat helps you find the answers to these key questions:

1. Do you have a strategy?
2. What barriers do you come up against?
3. Do you have the structure to execute the strategy?

Sales Acceleration Consulting can help a company grow its top line sales by determining goals and changing their processes:

1. Analyze and find challenges
2. Build a system to resolve challenges
3. Execute and implement a plan that has structure and measurability

Their services include group sessions of 8-10 people or one-on-one consulting. The typical forum is a year-long process, which allows them to insure implementation of systems and structure, and to hold the company accountable to their goals. 90% of their clients grew 20% last year.

A referral will be met for an initial consultation. They will do an assessment and discuss an approach based on the needs identified, and will then decide whether or not to move forward. They offer hourly rates, and their service ranges from an initial analysis and system suggestions, to ongoing consultation. They are also very skilled with hiring the right talent for the needs of the company. If your goal is to improve your company for its sale, they will help you work with a broker to get the most for your business opportunity.

To arrange a meeting or to refer him to a company that you know could use the expertise of Sales Acceleration Consulting, call Pat Patterson 925.735.1778, pat@instituteforsalesacceleration.com.

NEW MEMBER:

Classification: **Business Consulting – Sales**

Member: **Sales Acceleration Consulting**

Represented by: **Pat Patterson**

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