

Mari Anne Vanella

CEO at The Vanella Group, Inc.

San Jose, CA, US

Leading expert on lead generation for high tech using effective teleprospecting techniques.

Biography

Mari Anne Vanella has over 25 years of sales and business management experience. As Founder/CEO of sales development firms in the Silicon Valley, her organizations have consistently delivered long-term, successful sales development programs to high tech and services industries across the United States.

Mari Anne's background includes successful performance as Vice President and Director at companies such as The EC Company (now ADX), PictureTalk, a subsidiary of Drake International (one of the world's largest IT solution and staffing firms), Global Knowledge, a \$500 Million IT Training and consulting firm, and at Skyline Computer Corporation, where she led the Cisco Training Products organization to a #5 position in the country within one year. Prior to these she founded Procom, a sales development firm based in the Silicon Valley serving customers such as State Farm Insurance, Waddell & Reed, AmeriPro, and many others.

Her knowledge of technology and the entire sales operation process gives her the insight and ability to engineer programs that are both results-based and cost-effective. Her executive leadership roles in national sales organizations with field reps, sales engineers and customer service teams contribute to in-depth knowledge and hands-on experience which results in a solution that has unmatched results.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Computer Hardware, Advertising/Marketing, Computer/Network Security, Computer Networking, Computer Software, Social Media, Telecommunications, Market Research

Areas of Expertise

Telemarketing, Lead Generation, Lead Nurturing, Marketing, Cold Calling, Social Media for Lead Generation

Affiliations

WITI, AMA, DMAnc, SMEI

Sample Talks

Building Targeted Lists to Increase Program Return

Dreamforce 2011 session on the important of being deliberate and focused with list building. Very well attended session that let to an invitation to speak on Data.com webinar with over 1500 registrations.

Top 5 Ways to Connect and Engage with Senior Level Executives

Discussion of ways reps and marketers can improve engagements right away. Based on proven methods, implemented by B2B leaders such as HP, IBM and Microsoft, this webinar will present 5 proven and practical ways, with specific case studies, of how to best break through the noise and achieve senior level engagement success.

Dreamforce 2012

The Social Enterprise

Event Appearances

Title

Dreamforce 11

Title

Data.com Marketing Success Web Event

Title

Cloudforce

Title

DMA of Northern CA

Title

Women In Technology Leaders Panel--National Conference

Education

Heriot-Watt University

Heriot-Watt University

MBA Candidate Organizational Behavior/Sales Force Management

Accomplishments

Author of 42 Rules of Cold Calling Executives

Best selling book on methods for cold calling on executives

Listed as one of the "20 Women to Watch in Sales Lead Management" 2011 & 2012

<http://www.20women2watch.com/>

Testimonials

AUA

Mari Anne is a dynamic speaker and author, and offers some realistic, sane solutions to help make the cold calling process less painful. She's not afraid to remind the reader that in telesales, hard work and persistence are key, and that those who put in the time and effort, and do it smartly, stand out above the rest. Her chapter on troubleshooting your own calling is extremely helpful, because it emphasizes the point that telesales reps are constantly tweaking their approach. Because I work for a sales intelligence company, I was pleased to see that she devotes time to the power of good resources, particularly social selling resources.

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