

# Patrick Helmers

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## Passion

International Business Consultant, Sales and Marketing Coach, Speaker, Entrepreneur, Technology Adoption, Start-Up Founder, Inventor, Author of Selling with Confidence Sales System, and Sales Babble Podcast Host

## Skills, Abilities and Mindset

### LEADERSHIP

- Effective leadership is doing the right things. The easiest thing is to react, but the hardest to do is initiate. Chart a path and enroll others in that destination. That is leadership.

### MANAGEMENT

- Effective management is doing things right, yet with discipline, repeatability and continual process improvement.
- Management is about developing people and building a staff beyond simple compliance. It's about autonomy, mastery and purpose. This is the foundation of flexible and nimble organizations.

### SALES

- Successful sales are based on the mindset of *"I'm here to help, and I'm here to add value."*
- Value as measured by the client: higher revenues, lower costs, higher quality, wider profits, increased employee retention. By providing value, prospects quickly see the benefits and sell themselves.
- Sales are the benchmark of success. Invention, development, and planning are well and good. Sales provides proof of the viability of a business.

### MARKETING

- Marketing is a contest for people's attention. The key is to stand out by choosing a focused and narrow niche.
- Marketing is not about telling the market about you, but sharing stories that delight. If they seek to hear your stories, you build curiosity and desire to learn more about your products and services.
- Understanding the deep impact of social media is a must in the information age. Social media is the town crier of our age.

### TECHNOLOGY ADOPTION

- There is a natural resistance to change. Success is based on teasing out early adopters, enrolling them as beta users and using their feedback to sell to the early majority, late majority and eventual laggards. Wise entrepreneurs honor the adoption curve.

### START UP MINDSET

- Anytime is a good time to start a new business.
- It's not just about having a great idea, it's the implementation that's hard.
- Luckily entrepreneurs are doers, quick to experiment, address failure and try again. Rapid and bold iteration makes for success.

## Experience

### **INTERNATIONAL BUSINESS CONSULTANT | SALES BABBLE | 2014-PRESENT**

- I specialize in business consulting for tech startups. Many entrepreneurs have an expertise in an industry, but limited experience in generating leads, acquiring clients, and closing new business. I help entrepreneurs focus on the goal of acquiring customers via marketing and sales.
- Customer acquisition is based on deeply understanding the marketplace, no guessing. Next defining the ideal client, building a marketing plan to generate leads, and the power of prototyping to get fast feedback on the viability of their product or service. I believe in progress not perfection. Focus first on generating revenue since it is the primary metric that proves the idea is a viable business. This requires soliciting prospects, enrolling them on the value, closing deals, servicing the clients and earning referrals.
- I help founders get themselves out of the way of progress. They may think they have a good idea, but the true measure of success is if the market agrees it's a good product or service. I do this by clarifying their goals and facilitating and how their product or service brings VALUE to the market. Understanding that VALUE and secondly building a business around that VALUE is my key contribution.
- I'm the author of the *SELLING WITH CONFIDENCE* sales and marketing system. Through business consulting, coaching, workshops and hands on training I teach you how to BE YOURSELF, ADD VALUE, and MAKE SALES.
- I host a weekly Podcast titled "Sales Babble" to nearly a 1000 listeners world-wide. Guests share wisdom, stories and insights in the tech start-up world. The entire podcast is focused on non-pushy sales and providing VALUE to your customers. If you provide VALUE, you can earn loyal clients for life. See [www.SalesBabble.com](http://www.SalesBabble.com)

### **VICE PRESIDENT OF SALES AND MARKETING | COMMON GOAL SYSTEMS | 2006-2014**

- As Vice President of Sales, I created and staffed the sales and marketing department for a tech start-up called Common Goal Systems. This required a conceptual enterprise sales process for two SaaS K-12 education services: TeacherEase ([www.teacherease.com](http://www.teacherease.com)) LMS Learning Management System and Schoolinsight ([www.schoolinsight.com](http://www.schoolinsight.com)) SIS Student Information Management System.
- As a Sales Manager I created the CRM reports to manage the sales pipeline and millions of dollars' quota management. I was responsible for all hiring, staffing, online marketing, sales training and sales coaching. Also responsible for training sales engineers on demonstration techniques, inventing an in-house telemarketing department, tradeshow marketing processes, and in-house professional development.

### **DIRECTOR OF BUSINESS DEVELOPMENT | COMMON GOAL SYSTEMS | 2003-2006**

- Responsibilities included Sales, Marketing, Tradeshows, Lead Gen, In-bound and Out-bound Prospecting, for the TeacherEase Instructional Management and SchoolInsight Student Management services in the K-12 market for the tech start-up Common Goal Systems.
- Responsibilities included territory development, lead generation, closing, account management, direct-mail marketing, tradeshows, product training, sales engineering, and product roadmap.

### **TECHNICAL MANAGER | LUCENT TECHNOLOGIES | 1996-2002**

- Headed a series of teams focused on promoting the introduction of new technology and processes including tool development, tool evolution technology transfer, database and system management for VOIP systems and document management.
- Created and staffed a software education department including registration, curriculum, instruction, and assessment.
- Managed a software development tools group that pioneered cloud-computing, web apps and using the technology adoption curve to roll emerging systems.

### **MEMBER TECHNICAL STAFF | BELL LABORATORIES | 1980-1996**

- Software development and testing for the Autoplex wireless and 5ESS International Toll electronic switching systems. Invented algorithms for cellular networking. Authored and taught software engineering to 1000's of engineers. Created technology transfer technologies.
- Co-invented two algorithms for Wireless technology fault-tolerant call handling on the 5ESS product.

## Education

### **MASTER OF SCIENCE | 1985 | ILLINOIS INSTITUTE OF TECHNOLOGY**

- Major: Computer Science
- Chicago, IL USA

### **BACHELORS OF SCIENCE | 1980 | SOUTHERN ILLINOIS UNIVERSITY**

- Major: Computer Science
- Carbondale, IL USA

## Inventor

### **United States Patent 5396543**

- Signaling arrangements in a cellular mobile telecommunications switching system
- November 27, 1991
- This invention relates to apparatus and methods for providing cellular mobile telecommunication service in accordance with the requirements of the Global Systems for Mobile Communications (GSM) standard. A modular switching system is provided which performs the functions of the mobile switching center plus those of a home location register, authentication center, visitor location register, and equipment identity register. The latter functions are advantageously spread among the modules of the switching system, thus avoiding the getting started cost of expensive dedicated data bases. A wireless global switching module advantageously switches mobile communications control messages among the modules of the system and between the modules and the base station systems, and terminates signaling links between the mobile switching center and the base station systems. Arrangements are provided for maintaining stable virtual circuit connections in this module even in the presence of protocol handler failures. The state of each virtual circuit is kept in a protocol handler (PH) controlling the circuit and, whenever a stable state is reached, notifying an adjacent PH; if the controlling PH fails, the adjacent PH takes over control of that virtual circuit for immediate purposes, and a spare PH serves any new requests that would normally be served by the failed PH. The spare PH transmits messages, originally destined to the failed PH, to the adjacent PH for those virtual circuits already in use at the time of the failure and being served by the adjacent PH.

### **United States Patent 5289179**

- Maintaining stable virtual circuit data connections with spare protocol handler
- November 27, 1991
- This invention relates to apparatus and methods for providing cellular mobile telecommunication service in accordance with the requirements of the Global Systems for Mobile Communications (GSM) standard. A modular switching system is provided which performs the functions of the mobile switching center plus those of a home location register, authentication center, visitor location register, and equipment identity register. The latter functions are advantageously spread among the modules of the switching system, thus avoiding the getting started cost of expensive dedicated data bases. A wireless global switching module advantageously switches mobile communications control messages among the modules of the system and between the modules and the base station systems, and terminates signaling links between the mobile switching center and the base station systems. Arrangements are provided for maintaining stable virtual circuit connections in this module even in the presence of protocol handler failures. The state of each virtual circuit is kept in a protocol handler (PH) controlling the circuit and, whenever a stable state is reached, notifying an adjacent PH; if the controlling PH fails, the adjacent PH takes over control of that virtual circuit for immediate purposes, and a spare PH serves any new requests that would normally be served by the failed PH. The spare PH transmits messages, originally destined to the failed PH, to the adjacent PH for those virtual circuits already in use at the time of the failure and being served by the adjacent PH.