



Kinetic Insights, LLC



Marsue Sams

As a Partner and Sales Advisor with Kinetic Insights, Marsue Sams is an energetic and passionate sales consultant with over 20 years of corporate sales experience. She works with her clients to develop, improve and implement successful sales process strategies that deliver results.

After two decades in sales and sales management and closing millions of dollars of sales for companies such as Sterling Commerce, Dictaphone, and CheckFree, Marsue understands the challenges of building a successful sales operation. Known for her creative solutions and get-it-done approach to selling challenges, Marsue voraciously researches sales strategies and implements the techniques and methods into her sales models for her clients.

She has written multiple sales guides and motivational sales programs for a wide variety of organizations during her time in corporate America, and has spoken at national and regional user-group meetings.

Marsue graduated from The Ohio State University with a bachelor's degree in sociology and has completed the coursework and tested the methodology for Solution Sales, Strategic Sales, Channel Partner Sales, Target Account Selling, and Spin Selling. She has matched this conventional wisdom of the sales process with her proven techniques for a sales approach that gets results today.

Awards/achievements

Two-time President's Club Award winner, Netsmart (2005-2009)

Eight-time President's Club Award winner, Sterling Commerce (1993-2004)

Lead. Succeed. Exceed.

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