



Susan B. Woods
Consultant

PROFESSIONAL STAFF

Experience

Susan Woods is an Accordence consultant focusing on negotiation skills for executives, managers, supervisors, and in sales. She is also President of a fast-growing organization specializing in the delivery of customized sales solutions. Using tested methodologies she works with clients to identify performance gaps, formulate sales and negotiation strategies, develop customer-centric processes and programs and improve coaching capabilities. Together she implements sales and negotiation strategies and tactics to achieve sustained performance improvement and increased effectiveness in client management and business development.

Her approach to projects is to assess the current situation and develop an overall strategy. Then she collaborates with the customer during development to enhance the knowledge transfer and develop the customer's capabilities. Finally she implements and evaluates the solution to ensure satisfaction and maximize return on investment. She has worked with Hill-Rom Bank One (currently J P Morgan Chase), Eli Lilly, Guidant, Rust-Oleum, United Feeds Inc., IU RTC, First Indiana, Riley Children's Foundation, National Commerce Financial Corporation, Crowe Chizek and Company, LLC, Premier Capital, Frank Miller Lumber Company, Inc., Ghyslain Chocolatier, TelSpan Inc., Baker & Daniels, LLP, Bose McKinney & Evans, LLP, WFYI, Advisa, Indiana Venture Center, Hufford Financial Advisors, LLC., and Con-way Freight.

Prior to starting her organization, Ms. Woods was president of a sales training group where she orchestrated several nationally based partnerships. Her field of expertise focused on the design and implementation of customized sales models for a variety of Fortune 1000 companies involved in service and manufacturing industries. She also worked in both emerging and mature market segments to improve sales productivity and increase sales revenues. Ms. Woods has consulted with the marketing departments of companies to increase the productivity of their field sales force with new product introductions. She also has extensive experience in the coaching and reinforcement of sales training programs to provide clients with an optimal return on their training investment.

Ms. Woods has been an adjunct professor at Indiana University's Kelley School of Business where she instructed senior level sales management and marketing courses and on several occasions she has served as a guest lecturer for the Indiana Venture Center and the IU Johnson Center for Entrepreneurship. She has also presented at a number of conferences and executive events to audiences as large as 200 on such topics as "Strategies for Changing Negotiations from a Value-Price Dance to a Value-Value Tango" and "The Secrets Behind Growing Deposits: Capturing Business in Deposit-Rich Verticals." She began her career at INB National Bank and worked there for nine years, receiving the bank's Strategic Sales Award in 1990. During her tenure at the Bank, she was Director of Sales and obtained her CFP designation.

Education

B.A. History, Business Administration Minor, DePauw University

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