

SMC Sales Management Consulting

Seth Frielich, principal of SMC is an experienced Sales and Marketing leader, with proven history of success starting up and growing companies. A strategic planner, Seth is able to create, and implement long term business plans covering the entire United States marketplace. He is a sales leader, who enjoys teaching sales and marketing techniques to his team of agents, showing them how to identify target markets, and giving them the skills needed close sales. A creative communicator with excellent written and presentation skills, Seth has developed and implemented many high-impact marketing and sales campaigns. His efforts have resulted in consistent growth in sales for his clients, increased market share, and enhanced product awareness.

Successes of SMC

SMC started working with an international manufacturer of Programmable Logic Controllers (PLCs) on a consulting basis in 2000. SMC presented the client with a detailed business plan outlining a strategy to set up a two tiered network of Representatives and Distributors to bring these products into the US marketplace. The client offered its customers an innovative low cost product that could perform the function of two higher priced competitive products.

SMC's initial focus was to establish the company's identity within the industrial automation marketplace through tradeshow and space advertising. SMC then set up a network of commission based sales representatives across the US. These representatives acted as regional sales managers to select and work with local distributors to sell the client's products.

As a direct result of the Sales and Marketing plan SMC implemented, sales of this client's products grew between 18% and 20% each year from 2004 to 2007. In 2008 yearly sales grew over 60%.

SMC has also worked with other companies including a small manufacture of custom designed extremely high efficiency and long life bearings. Our goal was to expand the client's market share and brand identity. SMC's efforts resulted in a major contract for this client with a railroad line, replacing the brake bearings with the client's innovative long life design.

Allied Signal, another SMC client, was interested in identifying new markets for an electronic control chip originally designed for NASA for use in the space station. SMC conducted a market survey for this client and presented a range of potential partners who could bring this aerospace technology to the commercial and industrial market.

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Additional Background of Seth Frielich, Principal of SMC

Hathaway Emoteq, Regional Sales Manager

Managed regional sales of brushless servomotors. Targeted manufactures of semiconductor processing equipment and miniature pumps. Expanded the network of independent sales representatives which doubled the number of OEM customers.

Inductive Components, General Manager

General Manager for distributor of Industrial Automation components and actuators for semiconductor wafer handling processes. Increased the profit margin of company while eliminating market competition by designing customer motor gearbox actuators.

ALIMED, Ergonomics Division Sales and Marketing Manager

Started up and managed the Ergonomic Products Division for a regional distributor of medical disposable products. Based on my product selection and marketing plan, the sales of this start up division exceeded \$2 million within the first two years.

Education

Rutgers University: Bachelor of Science, Electrical Engineering, additional course work in Mechanical Engineering

Northeastern Univ. State of the Art Engineering Program, Computer Science

Areas of Expertise

Sales Force Selection, Organization, and Management

Sales and Marketing Plan Development and Implementation

Direct Sales Customers

Database Marketing

Targeted Mailing and Emailing

Trade Show Promotion

Catalog Design, Production, and Publication for the US market

Literature Design, Production, and Fulfillment for the US market

Electrical, Mechanical, and Computer Engineering

Motion Control Systems

Passions

Family and Friends, Community, Business Development, Computer Hardware Software and Operating Systems, Technology, Photography, Bike Riding, and Fitness

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References for Seth Frielich

Don, Owner of Rep Company

“Seth had a clear vision of the path to market for Unitronics products. The role of representatives and distributors was clearly defined. Seth was consistent in his application of the policy. His policies made sense to us as a representative for Unitronics, and our distributors were confident that Unitronics products would be sold through distribution and not taken direct except under the most stringent circumstances.”

Steve, Owner of Rep Company

“I found Seth to be very thorough and detailed in his expectations of us as Representatives for Unitronics. He was professional and knowledgeable in his presentations with customers as well. He was innovative in his marketing approaches as well as territory management ideas. Seth would be an asset to any organization requiring an experienced and detailed sales director.”

John, President of Rep Company

“Seth was not just tireless, patient, opportunistic, and creative, he had a sophisticated appreciation of the challenges that he faced in the marketplace. His friendly persistence and support has allowed me to take an obscure Israeli brand-name to an otherwise saturated sales network of distributors, and make the case that it was worth their while to start from scratch and build a cult-like following of customers. He has subsequently made believers of them all. As this agency continues to represent a product line that he pioneered, here, in the US, his thoughtful presence will be sorely missed. Please feel free to contact me, directly. John Forbes, Forbes Engineering Sales, Inc.”

Gary, Owner of Rep Company

“Seth is the kind of manager that we all wish we had. First and foremost he understands the business model of Industrial Sales and the needs of the sales channel that will be required to succeed. He takes that understanding and applies a unique sense of integrity and loyalty to the partners in his channel. This combination produces an environment of trust and a desire to win from the sales channel. I would highly recommend for a Sales or Marketing position.”

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References for Seth Frielich

Gary, Owner of Rep Company

“I have worked with Seth for the past several years as a Representative for Unitronics. He has brought his passion for building a "no-name" product / company in the US to a prominent player in the PLC market. I always enjoyed the engaging conversations we had involving market strategy, competition and about his travels both here and abroad. It was always like a mini history lesson at times. Seth always displayed his professionalism in front of customers and colleagues. He certainly knew the product and knew where and how the market needed to be penetrated. He was willing to try new things but above all stood his ground in following what he believed as being the right thing to do for his company. I believe Seth would be an asset to any company needing a manager in the sales or product marketing areas regionally or nationally.”

Joe, Owner Distributor Company

Top qualities: Great Results, Personable, Creative

“Seth brought personal service and loyalty to an industry rife with "what can you do for me today" types. He always kept me in the loop in what was going on with Unitronics USA and made me feel like an important part of the organization. He is very organized and has a clear vision of the steps needed to achieve his goals. He excels at using modern tools and techniques to formulate a concrete plan to implement these steps and then can be relied on to bring his team on board with enthusiastic support in implementation of this plan.”

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