

Small businesses are often tasked with growing sales at a time when resources are at their most limited. Rapid revenue growth without a huge budget or large sales team requires strategic alignment of people, pitch, and process. By focusing on just a few critical strategies, business builders can actually do more with less. Even better, they establish a scalable, authentic sales model that is far more enjoyable for everyone involved.

Charlene DeCesare is a sales strategist who helps brilliant leaders of small businesses significantly grow revenue (and actually enjoy the process!) Before starting “Charlene Ignites,” she co-founded EdAssist (now under Bright Horizons, Inc), and had previously launched a multi-million-dollar line of business for Gartner, Inc. She is a Nationally certified Brain-Based Success Coach and a Professional Member of the National Speakers Association. www.charleneignites.com.