

## POSITIVE STEPS TO BUSINESS SUCCESS WITH STARK AND ASSOCIATES

Ranked as one of the Top 10 Sandler Training companies internationally, Stark and Associates works with business owners and senior leaders who are motivated and committed to growing their companies and who are seeking to fill potential gaps in their sales strategy or sales organization.

every success and enjoying the journey. The enthusiasm generated from this approach helps the Stark and Associates team stay fresh, focused, and thinking beyond the research to find the ideal sales solution for every client.

For example, Stark and Associates has developed a strong referral process and strategy utilizing LinkedIn, their circle of influence, and relationships in the community. With such a successful track record and many satisfied clients, the company's direct referral rate from existing and previous clients is high.

### Committed to Giving Back

"We truly believe in having a positive impact on people's lives. That's a primary focus for us, and so we provide financial support every year and volunteer our time to a variety of causes. A few of our favorites are The Little Bit Foundation, Team

of Activities for Special Kids [TASK], Andrew Vidal Memorial Scholarship, University City Children's Center and Lume Institute, and The Labour Society. Most of our team members are on boards, helping support the nonprofits in our community," Andrews says.

"As enthusiastic as we are about helping others, we're happiest when we help people improve their lives and meet their goals, which in turn allows us to grow our company and help others achieve their goals," says Andrews.

Suzie Andrews brings 30-plus years of sales, sales management, and leadership experience to her role. She excels at everything from being a business owner, sales trainer, consultant, coach, and business strategist to developing leadership and serving as a keynote speaker. She works daily with presidents, CEOs, and diverse business leaders from across the globe to advance successful companies.

Andrews' best advice on the subject of success comes from her own experience. "Dreams and goals are a powerful way to achieve success. I've always been somebody who makes my dreams a reality. I look at the dreams, establish goals to get there, and make it happen. Everyone should have a 'GPS' for their dreams, set the goals, build the plans, and define the segments to track."

Get to Know  
CEO and  
President  
Suzie Andrews

**S**tark and Associates helps companies master sales and fill the gaps through a scientific and methodical approach. This approach starts by establishing alignment at the top of the organization. The focus then shifts to building the process and tools required to execute on a defined strategy for growth and working with all levels in the organization to increase sales and management competencies. The company—led by President and CEO Suzie Andrews, who acquired the business almost five years ago—has doubled in size under her tutelage. Stark and Associates provides clients with proven results in several key areas, including sales training and business development,

strategy and structure, management training, customer service training, and professional development.

### A Team Approach That Works—the Stark "Why"

"We want to have a positive impact on business results and the people that make it happen, and we do that. We impact people's lives, and at the same time, we are significantly impacting the growth and success of businesses," says Andrews.

To achieve that, Stark and Associates tackles not only current client needs but new business growth as a team, with an emphasis on sharing



**Stark and Associates, Inc.**