



“Today’s selling organizations must transform from feature-benefit to consultative selling where they add value by helping their customers improve their businesses. CPS’ proven methodologies and tools enable this transformation.” - Elaine Schmitt

CPS principal Elaine Schmitt has over 23 years experience in sales, general and executive sales management, and sales-based business consulting. Her areas of expertise include project management, sales strategy and process, sales training, and customer satisfaction. Elaine’s responsibilities include account management, facilitation, and consulting.

After a highly successful business career, in 1994 Elaine formed her own consulting company to assist clients with sales processes and related issues. She has worked with major clients in the technology, communications, services, manufacturing, and healthcare industries. Her focus has been sales training, processes, planning, and account management. During an engagement for Waste Management, she led a team effort to develop the company’s first sales university, which included the creation of company-wide sales processes, sales recruiting, curriculum development, and logistics coordination.

From 1979 to 1994, Elaine worked in various sales and executive management positions for ROLM, IBM, and Siemens. As vice president and general manager for the Midwestern Area for Siemens Business Communications, she had bottom-line responsibility for a \$124 million business, which included sales, installation, service, and administration. Elaine played an instrumental role in returning the company to profitability.

Elaine is an active community leader and volunteer. She is involved in numerous business and civic organizations, including the Advocate Charitable Foundation and Special Leisure Services. She received her undergraduate and graduate degrees in education from Southern Illinois University and was named to “Who’s Who in Professional and Executive Women” in 1987. Elaine and her husband Tim reside in Inverness, Illinois and have two sons. Elaine enjoys water skiing, boating, swimming, and walking.

