

Virtual Seller-Doer Training

Hallam-ICS

Burlington, Vermont

Hallam-ICS is a growing 100-person engineering and consulting practice with five locations on the east coast, from New England south to North Carolina. The company focuses on the manufacturing sector, providing MEP engineering, arcflash and electrical safety, commissioning, and plant automation. As they continue to expand in size and geographic territory, their strategic planning process identified a need to transfer knowledge while also developing the next generation of firm leadership. As part of this process, Hallam-ICS sought to enhance the business development and soft skills of approximately two dozen employees.

Stambaugh Ness was commissioned to develop an online training program to address these topics. Twelve modules were delivered over a three-month period via interactive live virtual sessions. Primary topics included:



Participants conducted a business development gap analysis early in the training to identify areas for improvement as well as preferred BD tools. Additional resources were provided to attendees to allow them to continue their self-study.

"I just wanted to thank you for the 12-series class on Seller Doer. You provided some very valuable content and concepts for our team that will help them to become better 'Seller Doers'."

– Keith Flaherty, PE
President & CEO