

SALES AND MARKETING

"...Steve is the master of getting \$3 dollars for every \$1 dollar spent..."

Steve Howse

Leveraging over 15 years of sales leadership from start-ups to national/international corporations, Steve Howse combines his extensive industry experience with academic best practices to develop tailored solutions for your business. As Adjunct Professor at DeGroote School of Business, Steve teaches B2B Sales to undergraduate and MBA students; also at DeGroote, he is an Executive Education Professor, teaching Sales Leadership and Selling 101. Steve is a frequent public speaker on the topic of sales, leadership, and selling to Chambers of Commerce and to independent businesses.

The Sales Department is the lifeblood of any organization, but it can be difficult to manage and keep motivated. With a focus on business strategy, sales and marketing, Millington is set to propel your organization forward, paving the way for effective and sustainable growth and success for years to come. Millington can build your brand through effective segmentation, allowing you to carve out a unique position in the marketplace and apply a profitable marketing mix to reach your current and potential customers.

Areas of expertise include:

- Sales
 - Performance
 - Strategy
 - Structure
 - Compensation and tools
- Marketing
 - Strategic and Business Plan Development
 - Business Plan Evaluation
 - Market Development and Segmentation

"Steve was contracted to analyze our sales process and then recommend a sales structure and compensation plan. Steve was thorough in his analysis and honest in his reporting... Steve will tell it as he sees it and not simply tell you what you want to hear. Steve has a broad range of expertise and was able to provide valuable feedback to our executive team."

Glenn Hofland
President, Hofland Worldwide

Millington and Associates Inc.

Founded by Steve Howse in 2004, Millington & Associates Inc. is a consultancy offering service in the areas of: facilitation, sales, marketing, communications, governance, and training.

- Over 50 for-profit and not-for-profit clients including:
- Pioneer Petroleums, Fox40, Deposit Insurance Corporation of Ontario, the United Way, CAA National, SB Partners Chartered Accountants, and the Toronto Construction Association

"Millington brought in the discipline needed to effectively grow our business. Through proper account planning and business development, we've never been so ready to meet our clients' needs and expectations."

Jim Letwin
President, JAN Kelley Marketing

"Combining academic best practices with industry experience to customize the right solution for your business"

"We measure our success by our client's success"