



Training & Consulting, Inc.

Larry Coco

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Overview

Larry Coco is an accomplished senior level executive with a strong track record of success in Sales, Management, Marketing, and Training. For the past 25+ years he has focused his career in the world of Document Management working with both Dealer and Direct organizations.

Larry's ability to develop people and companies has been the hallmark of his career. He is highly experienced in the formation of strategic plans, skilled in the areas of creating and driving key processes in order to achieve improved results, and understands the value of people when building high performance elite teams.

Prior to opening his company, Larry held a wide range of positions at Ricoh Corporation including leadership of various committees and special projects. Examples include the Malcolm Baldrige Committee for Excellence, The Sales Development Training Program, The Sales Manager Development Program, The Ricoh Six Step Sales Process, New Hire Orientation Programs, and presenting Balanced Scorecard Objectives to the Senior Executive Team.

Larry was most proud when he presented and won the International Ricoh Company Ltd. Best Practice Award representing Ricoh US for the Sales Development Training Program geared to maintaining high productivity and substantially reducing sales turnover. It was the first time the US has ever won this prestigious award.

A Recruiting Division has been added to help good organizations attract high quality men and women.

Today Larry looks forward to helping others achieve more through Best Practices.

Specializing in:

- ***Corporate Speaking Events***
- ***Executive Coaching for Business Owners and Senior Staff***
- ***Inclusive Management Leadership Programs (Sales, Operations, and Service)***
- ***Sales Career Training Program***
- ***Activity Management Systems***
- ***Grow Existing Customers***
- ***New Business Development***
- ***Change Management***
- ***Growing the Sales Funnel***
- ***Sales Recruiting and Selection***
- ***Behavioral Interviewing***
- ***Building Sales Tenure***
- ***Sales Rep Expectations***
- ***Implementing the 6 Step Sales Process***
- ***The Account Review Process***
- ***Strategic Planning***
- ***Sales Force Automation***
- ***Aligned Compensation Plans***
- ***Developing Marketing Programs***

"Developing People and Companies with a Passion"