

Meet Kate Kingston

Kate Kingston, founder & President of the Kingston Training Group, exclusively trains Business Technology dealerships to deliver more net new full solution profitable deals.

With over 17 years of success in making appointments with decision makers, Kate is a recognized authority on lead generation, cold calling and new business development. Kate is a sales-driven, energized communicator. She uses humor, audience participation,

techniques, handouts and real time phone calls in her training sessions.

The Kingston Training Group guarantees results. Each workshop and one on one session is designed to deliver practical, time-tested, live sales call training, where participants begin making meetings during the one-on-one sessions and beyond.

KTG exclusively trains business technology sales executives and managers to schedule more net new meetings with C-Level decision makers so they can sell more Hardware, Software, Managed IT, MPS, MS, ECM, 3D, Supplies, Telecom, Furniture, and Mailing solutions.

The Kingston Training Group guarantees at least a 50% increase in C-Level decision maker meetings across your whole sales force or the training is free.



Vertical Prospecting & Driving More Profitable Market Share

Kate Kingston, Founder & President Kingston Training Group

What are the changes that a core equipment sales rep has to make to drive vertical prospecting for broader technology sales in 2018 and beyond? In this session, Kingston will address this important question. You will learn: How to set yourself apart from the competition with a vertical-researched C-level prospecting approach to land more net-new meetings with C-level executives by communicating in their language; and the different skill sets and activities needed by managers and sales reps to reach and sell to the right level (C-level) decision makers.





There are only two ways to continued to increase Net New revenue at your dealership.

- 1.Close more net new deals.
- 2.Increase the size of those deals.



Raise Your Standards



Sales Rep VS Sales Executives

Virtual CIO



Compliantly archive, easily access and more cost effectively reproduce.



What are C-Level executives looking for?





Bare Minimum Expectation



Documents used at Law Firms

- Briefs
- Boilerplate legal documents
- Budgets
- Calendars
- Contracts
- Corporate by-laws
- Letters to clients, courts government agencies
- Government regulations and compliances

- Internal summaries
- Interrogatories and responses
- Legal analyses
- Legal and tax forms
- Legal guidelines
- Corporate/courtroom presentations
- Docket calendar
- Employment regulations
- Mail lists

- Management reports
- Meeting minutes
- Motions
- Organization charts
- Profit/loss statements
- Reports to associations
- SEC reports
- Standards and practice



Types Of Law Firms

Business (Corporate) Law
Employment & Labor Lawyer
Finance & Securities Law
Mergers & Acquisitions Law
Intellectual Property Law
Family Law
Estate Planning Law
Tax Law
Criminal Defense Law
Traffic Law

Personal Injury Law
Bankruptcy Law
Civil Litigation Law
Digital Media & Internet Law
Entertainment Law
Immigration Law
Legal Malpractice or Professional
Responsibility Law
Real Estate Law

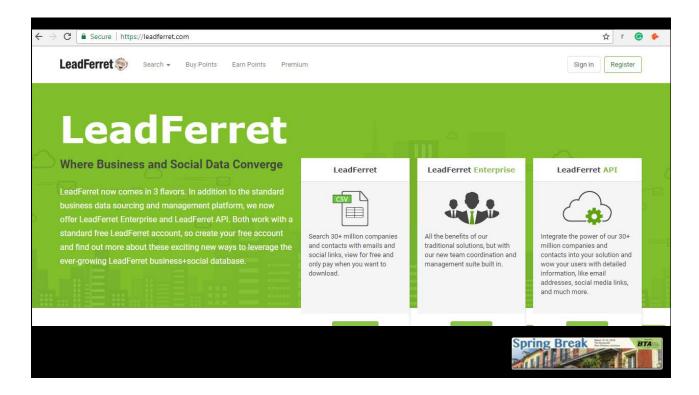


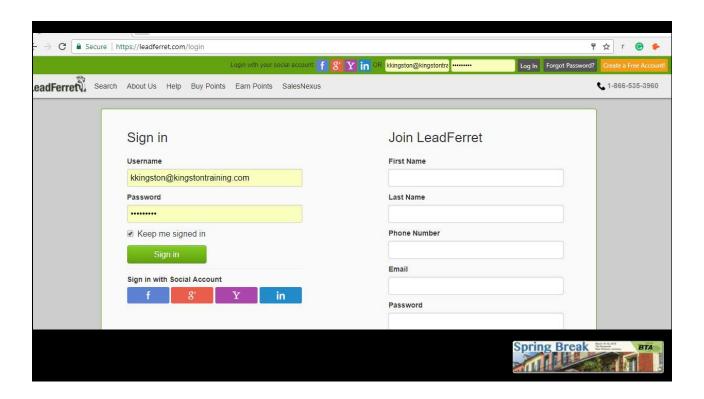
Law Firm "Twitter Pitch"

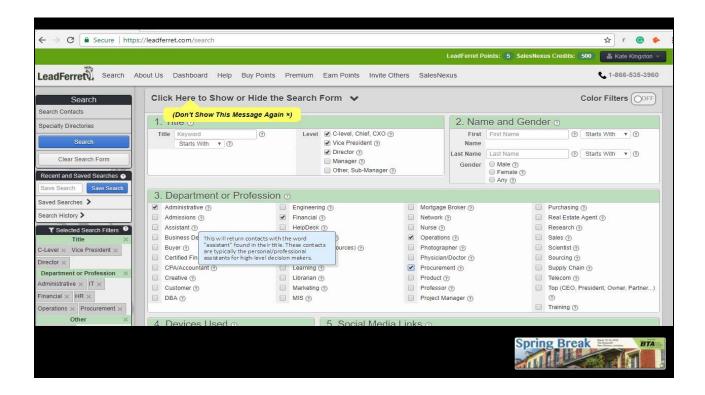
I am calling to schedule a meeting with you. I represent _____ (Insert # of Law Firms your dealership works with) law firms here in ____ (Insert location) in their pursuit of enhancing billable hours when filing with courts, faster redaction and interiorities answers, bate stamping, e-discovery, and complaint case archival and retrieval by implementing technology changes.

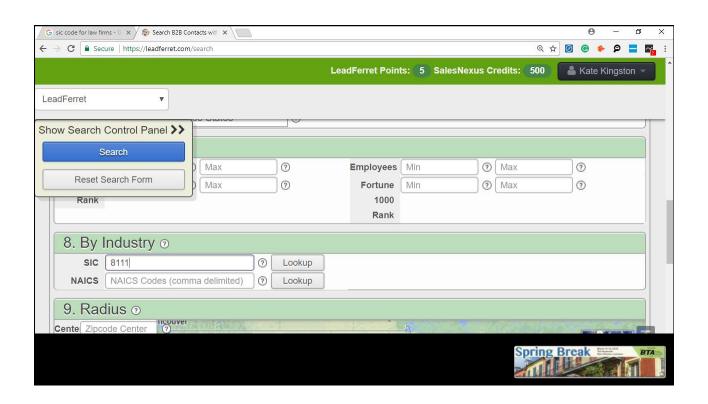


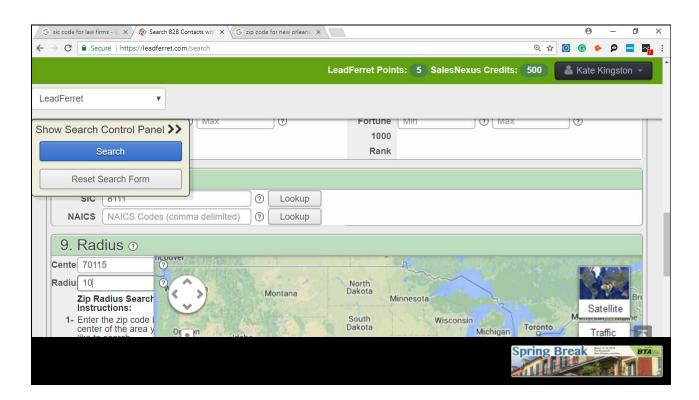


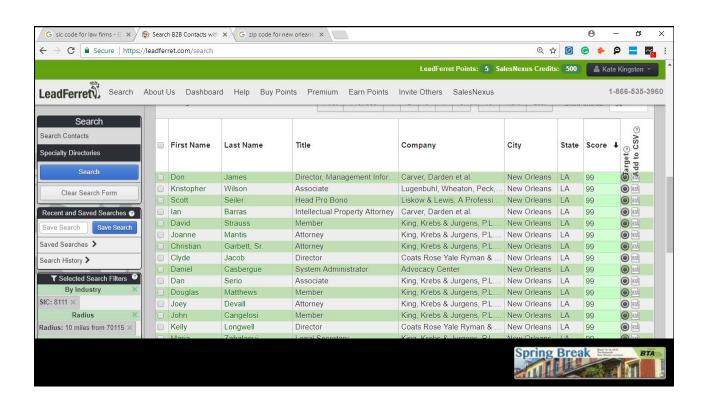


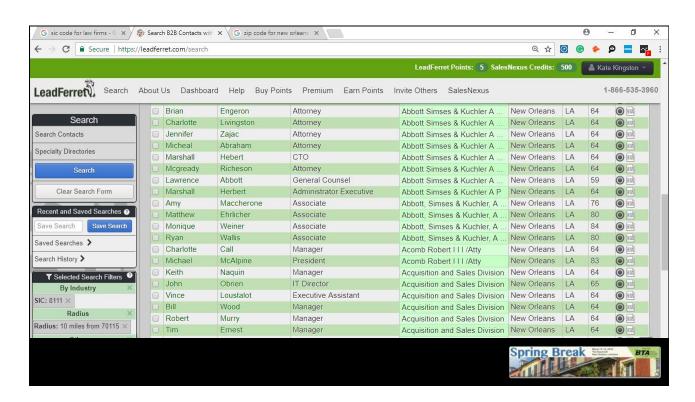


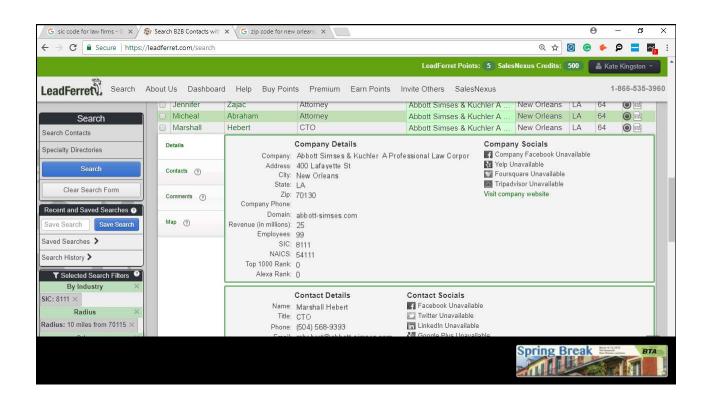


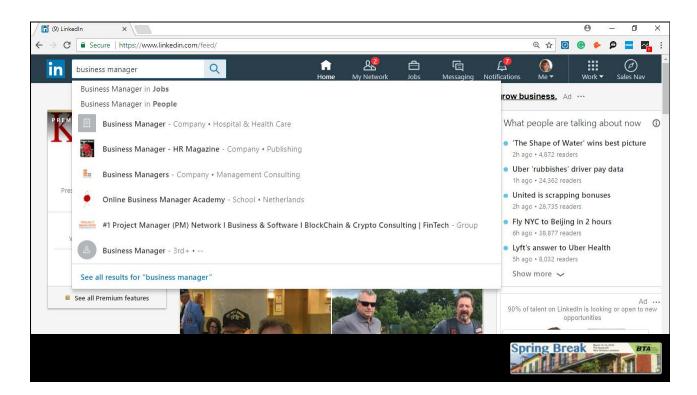


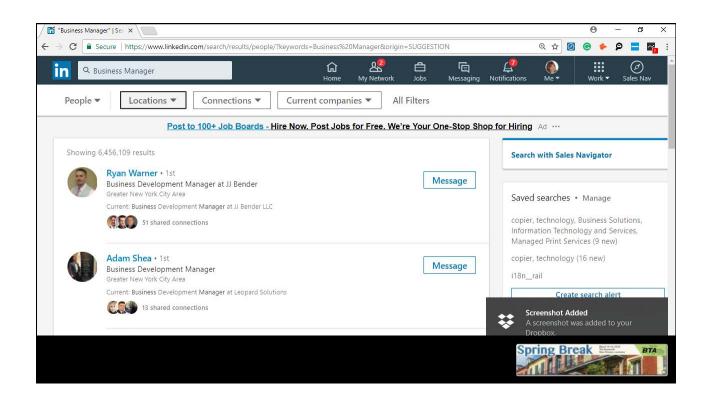


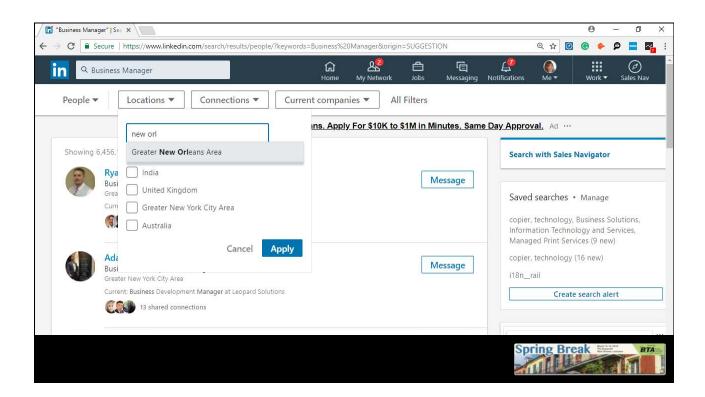


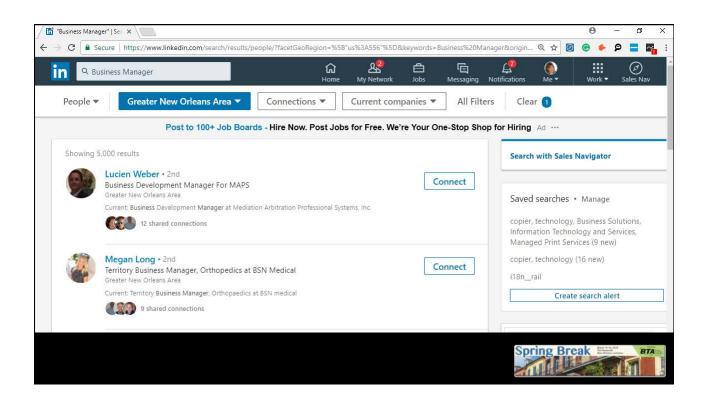


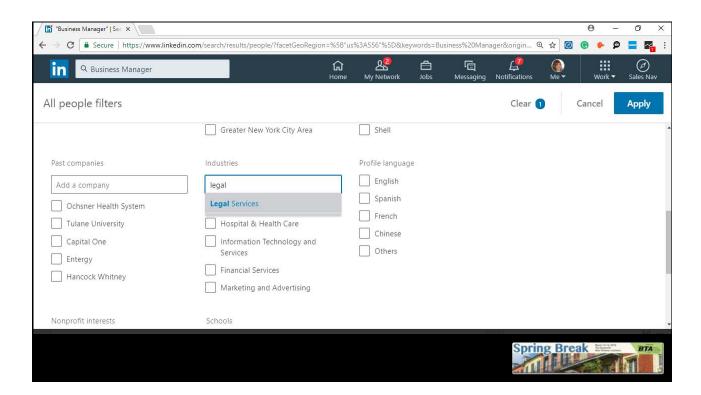


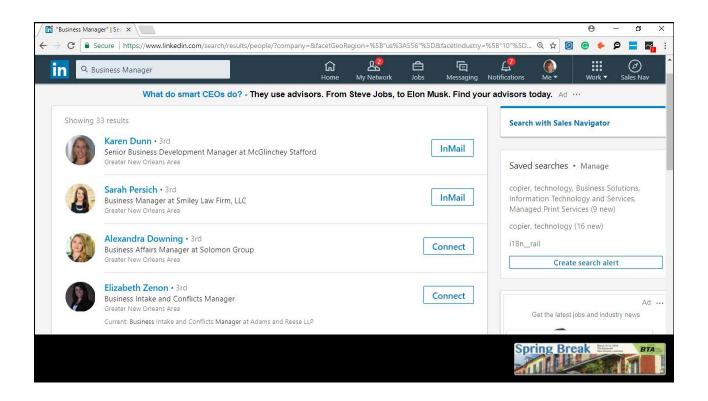


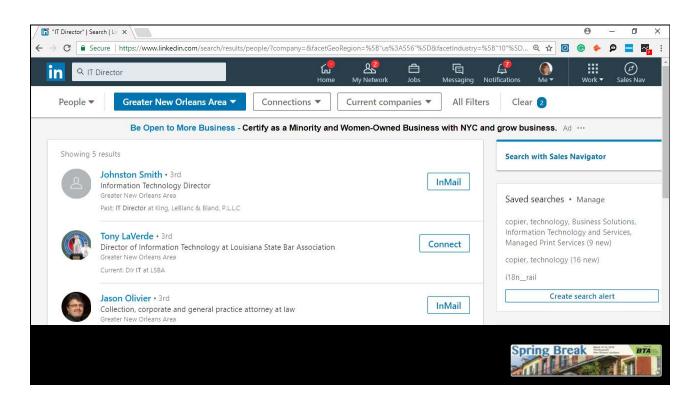




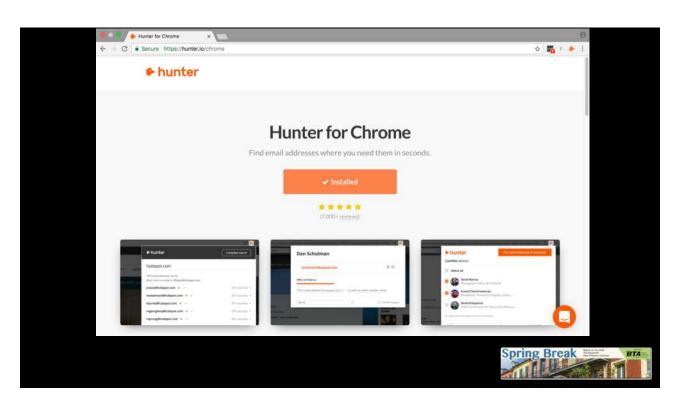


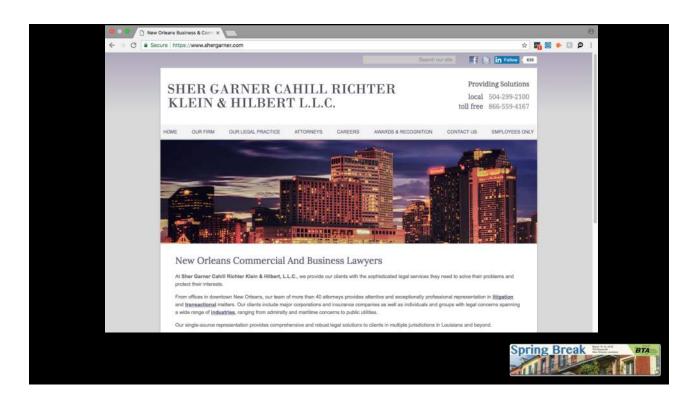


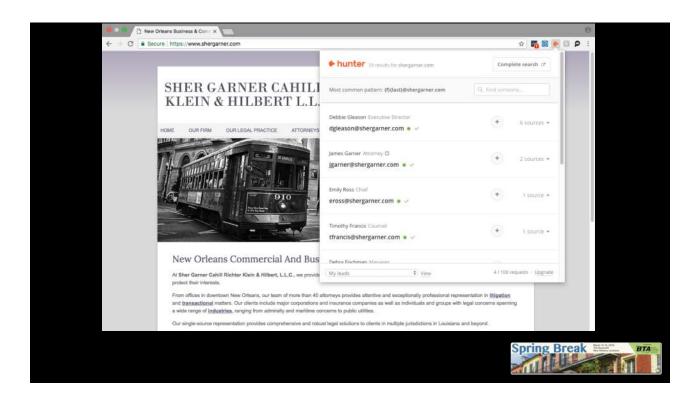












Legal Compliance

- Must comply with HIPAA and the HITECH Act.
- The Sarbanes–Oxley Act



How Law Firm's Make Money



Abacus Lawal Software
Firm Central
Clio
Practice Panther

Legal CosmoLex

HoudiniEsq MerusCase Jarvis Legal App4Legal MyCase



Here at _____ (Insert your dealership name), our technology integrates seamlessly with almost every proprietary software like...







Democracy & Religious Freedom EXAMPLES OF CASE BRIEFS

Sherbert v. Verner (1963)

FADTS
Shorbert a Severini Day Aldentist, was fixed because ane refused to work on Saturday, her raligions
Sabbath. Unable to find promet job that clain or require a will ingress to work on Saturdays, and saturday as the saturday are nugbers will compensation over its. She was denied these benefits because the Employment Security
Commission intermeted not any illingress to work on Saturdays as failure to speed childbe work offered to her.

ISSUE Does the Free Electrical Clause initial a state to deny unemployment compensation to a distinant discharged from a job had would require her to work on her Sabbath?

HOLDINGYee. The denial of unemployment compensation to a claimant field from her job decause she is unwilling to work or ner Sabbath violates her right to the free exercise of her returns.

RATIONALE

A policy had disregave a cicimant's religious reasons for refusing omployment burdans for fine exercise of the religion. But a guarant service of the religion of the property of t

Wisconsin v. Yoder (1972)

FADTS
Defended Yoder was consisted at visibilities Wisconsins computery packets on law when he refused to some his or not to achieve when he refused to some his or not to achieve when he was a few and to some his or not refuse of it the Artifalt refugers to rested that its internores provide learn informatly to earn their property from part of all or to achieve a detail admitted.

ISSUE
When with Energy Exercise Clause requires states to grant the Amish an exemption from full conditions
with comparisons stated attenuance laws.

HOLDING

HOLDING Yes, Denying the Amish an exemption from full compliance with compulsory school attendance, away you was their right, to the free exemption of their religion.

RATIONALE
Applying the distinction of second control of the electric distinction of the Shederic case, the Court
cooprises that the data has a compositive in making a cliticarry callic only educated to fundior
allies and in scales and to perform the properties of second control of the contr





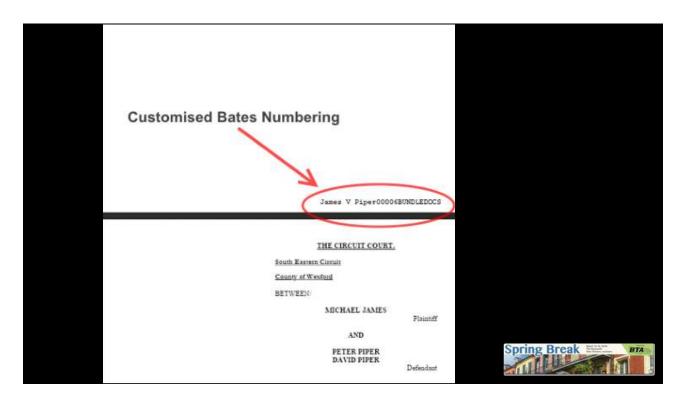
Rule 33. Interrogatories to Parties

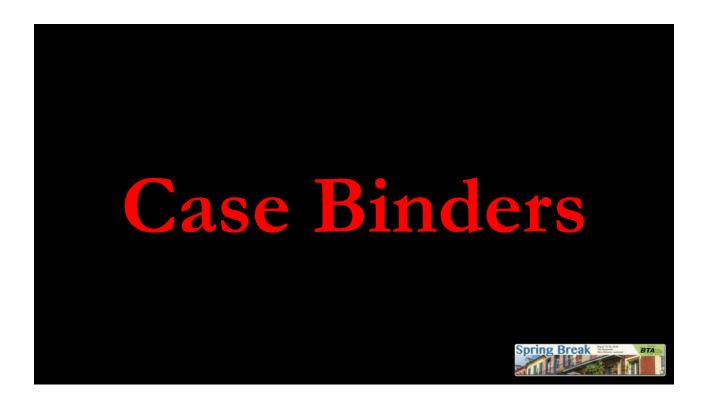
- (a) IN GENERAL.
- (1) Number. Unless otherwise stipulated or ordered by the court, a party may serve on any other party no more than 25 written interrogatories, including all discrete subparts. Leave to serve additional interrogatories may be granted to the extent consistent with Rule 26(b)(1) and (2).
- (2) Scope. An interrogatory may relate to any matter that may be inquired into under Rule 26(b). An interrogatory is not objectionable merely because it asks for an opinion or contention that relates to fact or the application of law to fact, but the court may order that the interrogatory need not be answered until designated discovery is complete, or until a pretrial conference or some other time.
- (b) Answers and Objections.
 - (1) Responding Party. The interrogatories must be answered:
 - (A) by the party to whom they are directed; or
 - (B) if that party is a public or private corporation, a partnership, an association, or a governmental agency, by any officer or agent, who must furnish the information available to the party.
- (2) Time to Respond. The responding party must serve its answers and any objections within 30 days after being served with the interrogatories. A shorter or longer time may be stipulated to under Rule 29 or be ordered by the court.
- (3) Answering Each Interrogatory. Each interrogatory must, to the extent it is not objected to, be answered separately and fully in writing under oath.
- (4) Objections. The grounds for objecting to an interrogatory must be stated with specificity. Any ground not stated in a timely objection is waived unless the court, for good cause, excuses the failure.
- (5) Signature. The person who makes the answers must sign them, and the attorney who objects must sign any objections.
- (c) Use. An answer to an interrogatory may be used to the extent allowed by the Federal Rules of Evidence
- (d) OPTION TO PRODUCE BUSINESS RECORDS. If the answer to an interrogatory may be determined by examining, auditing, compiling, abstracting, or summarizing a party's business records (including electronically stored information), and if the burden of deriving or ascertaining the answer will be substantially the same for either party, the responding party may answer by:
- (1) specifying the records that must be reviewed, in sufficient detail to enable the interrogating party to locate and identify them as readily as the responding party could; and
- (2) giving the interrogating party a reasonable opportunity to examine and audit the records and to make copies, compilations, abstracts, or summaries.





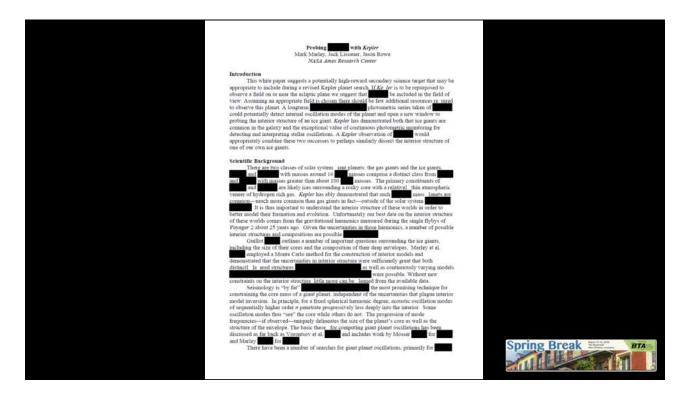




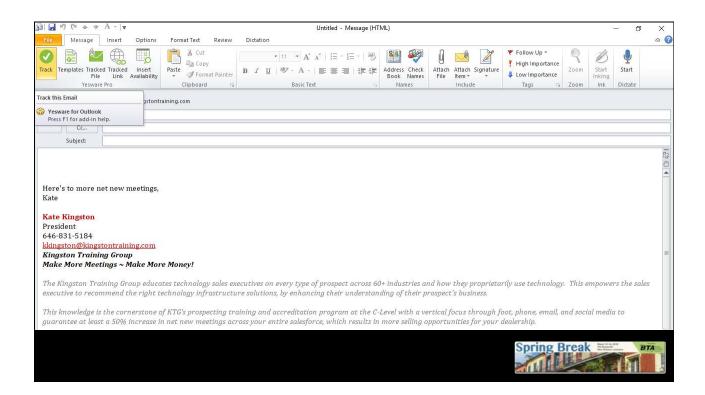


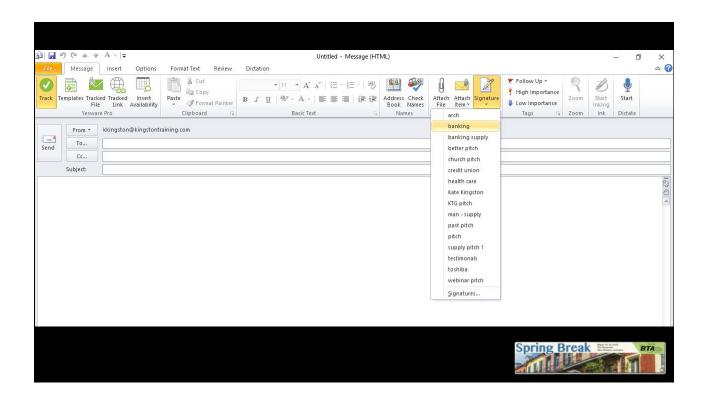


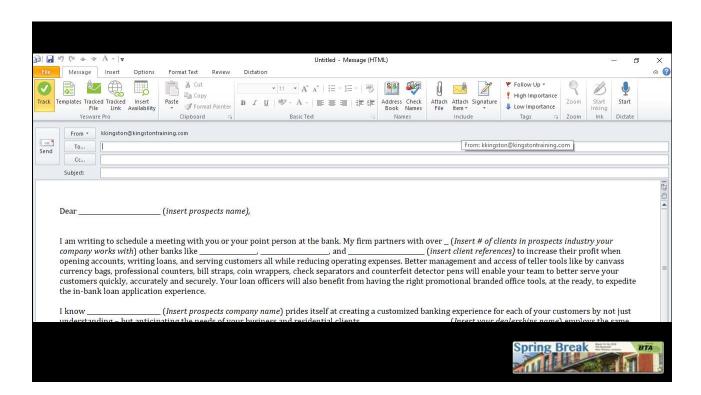




| The Email |
|---|
| Dear(insert prospects name): |
| My name is(Insert your name) and I am calling (or writing) to schedule a meeting with you or your point person, because my firm works in partnership with other law firm in(Insert location) including and(Insert client references) just to name a few. We work with their CFO's to establish and deliver a reduction in non-billable activity time for example; expediting redaction and interrogatory responses, seamless integration with proprietary legal software, and faster culling of data during discovery and more. |
| I know that identifying real measurable cost and time savings must be important to (Insert name of their company), I would like to bring examples of some of these very successful proven initiatives that your CFO colleagues have partnered with us to implement that will allow the establishment of consistency in technology invoicing, non-invasive data collection, and 24/7 monitoring -all while utilizing current technology assets only. |
| I would welcome the opportunity to bringing conclusive evidence of results that other law firms have experienced with a partnership with my firm (Insert your dealership name). I was sure that (Insert the prospects company name) would like to hear how your colleagues are accomplishing this and I am that resource here at (Insert your dealership name). I would like to meet with you (Insert date and time) if that would work into your calendar. |
| Spring Break Stranger Broad |







- Better manage assets by tracking Historical costs & patterns that enables companies to make better buying decisions as it pertains to print devices.
- Simplify procurement process to minimize transaction times so that purchasing can focus on...
- Increase profitability
- Accelerate time to cash
- Predictable spend
- Maximize employee productivity
- Leverage
- Higher return
- Minimize initial cash outlay
- Preserve your cash
- Securing a rebate
- Simplify vendor relationships



Law Firm "Twitter Pitch"

I am calling to schedule a meeting with you. I represent _____ (Insert # of Law Firms your dealership works with) law firms here in ____ (Insert location) in their pursuit of enhancing billable hours when filing with courts, faster redaction and interiorities answers, bate stamping, e-discovery, and complaint case archival and retrieval by implementing technology changes.



Law Firm CFO

• I am calling to schedule a meeting with you. I represent 68 law firms here in New Orleans. Working through their finance executives in their pursuit of enhancing billable hours and reduction of non billable activity time when filing with courts, faster redaction and interiorities answers, bate stamping, e-discovery, and complaint case archival and retrieval by implementing technology changes. Other legal CFO's are demanding better management of their the technology assets more accurate tracking and cost reduction from their technology that has enabled your colleagues to simplify procurement processes and minimize transaction times. That's what we do here at...



Law Firm "Twitter Pitch"

I am calling to schedule a meeting with you. I represent _____ (Insert # of Law Firms your dealership works with) law firms here in ____ (Insert location) in their pursuit of enhancing billable hours when filing with courts, faster redaction and interiorities answers, bate stamping, e-discovery, and complaint case archival and retrieval by implementing technology changes.



Law Firm CIO

• I am calling because I have a strategy I would like to share that has aided 68 other legal IT executives when emoying backcasting towards their firms ideal vision as I represent 68 other law firms here in New Orleans in their pursuit of enhancing billable hours when filing with courts, faster redaction and interiorities answers, bate stamping, ediscovery, and complaint case archival and retrieval by implementing technology changes that will realize strategically renewable IT systems that are capable of operational diversity and healthy productivity over the long term.



Virtual CIO Spring Break PERS

GOLF COURSES GEOSCIENCE/GEOLOGICAL/ GEOPHYSICAL COMPANIES MAPPING & SURVEYING GOVERNMENT - CITY/ MUNICIPAL HEALTH SERVICES: HOSPITALS/MEDICAL PRACTICES HEALTH SERVICES HIGH-TECH COMPANIES HOSPICE/HOMECARE HOTELS/MOTELS/CAMPS INSURANCE COMPANIES LEGAL FIRMS MAIL-HOUSE INDUSTRY MARKETING COMPANIES MANUFACTURING

COMPANIES MEDICAL DEVICE

SCHOOLS Spring Break

MANUFACTURING COMPANIES MORTGAGE COMPANIES

BTA

NON-PROFIT ORGANIZATIONS NURSERY & PRIVATE

LUMDERO, ELECTRI

KTG Client Results Toshiba Minnasota Toshiba Michigan 208% Growth 130% Growth In 11 Months! In 2 Months! Toshiba Buffalo 152% Growth In 6 Months! TGI Automation **HGi Technologies** 219% Growth 119% Growth In 10 Weeks! In 2 Months! Meetings Before KTG Meetings After KTG Rhyme **Monster Technology** Fair-Deal Group **Copiers Plus** 255% Growth 167% Growth 109% Growth 155% Growth In 1 Week! In 3 Weeks! In 2 Months! In 3 Months!

- ✓ Dramatically reduce attrition.
- ✓ Get each sales executive to exceed their net new quota by number and size.
- ✓ Create and execute repeatable proven prospecting processes.



Weekly Reporting Spring Break Branch

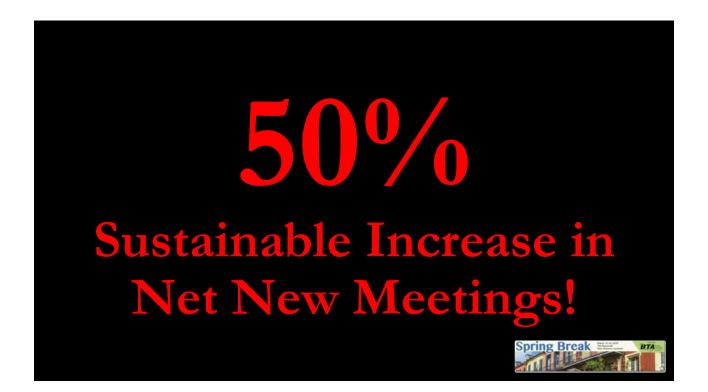


RJY Young Company has made \$358,583.74 from KTG deals, resulting in a 492.9% ROI in the First four months of the training!

"In working with Kate Kingston and her program we have seen early results in setting appointments and meetings. These results, with a variety of sales representatives have shown a 167% increase in meetings and appointments. We have found the training is especially helpful with our new sales representatives as it gives them confidence in getting in the doors of zero based accounts."

Hunter McCarty, COO of RJ Young Company





- ✓ Stronger and better skilled sales force.
- ✓ Selling more and larger Net New Deals.
- Reduce Attrition



The Kingston Training Group,
Driving Additional Market
Share for Your Dealership





The Kingston Training Group educates technology sales executives on every type of prospect across 60+ industries and how they proprietarily use technology. This empowers the sales executive to recommend the right technology infrastructure solutions, by enhancing their understanding of their prospect's business.