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Twenty Years of Transformation



Scaling Businesses and Building Communities

Twenty years ago, two veteran sales professionals set out to help companies accelerate growth by focusing on sales effectiveness. Since then, co-founders John Kaplan and Grant Wilson have built Charlotte-based Force Management into one of the top sales transformation providers in the nation, with a reputation forged on quality and delivering measurable results.

Last year marked notable achievements for the company. Force Management appeared on the Inc. 5000 list of 2022's fastest-growing companies, ranking in the top 1% of all privately held companies for multi-year growth. In 2022, both Selling Power and Training Industry recognized Force Management as one

of the nation's leading Sales Training and Enablement providers.

"We've experienced consistent year-over-year growth since 2003 and doubled the size of our staff in just the past year," explains CEO Grant Wilson. "But our mission remains unchanged. We specialize in guiding clients through sales transformations that increase revenue, improve margins, and help gain market share."

The company has built its reputation by ensuring relationships are a two-way street and based on trust. They have surrounded themselves with strong leaders and built relationships that have lasted for 20 years. Clients across the Cybersecurity, FinTech, Business Intelligence, and DevOps industries have partnered with Force

Management to increase average deal size, improve win rates, sustain revenue growth, and increase valuation.

While helping businesses succeed and scale is the goal, creating better futures isn't limited to clients. Force Management's leadership takes pride in crafting a company culture that is centered on service and community-building. The company gives back through initiatives aligned with the United Nations Sustainable Development Goals. Employees are given volunteer days each year and encouraged to enact change in their communities.

Since 2008, employees have raised over \$900k for the Force Management Family Assistance Fund, which supports charities in cities where

employees live and work.

Recent years have brought about opportunities for change. Maintaining growth through the pandemic required broadening capabilities for virtual engagement and training. In 2021, Force Management teamed up with investor partner TZP to accelerate new levels of growth and expand their offerings.

"Our success is a testament to not only the quality of our team, but also the dynamic client organizations we've had the privilege of partnering with," says Wilson. "Working alongside our clients to help them achieve measurable success and giving back to communities and causes we are passionate about is what motivates us to continue our commitment."

IMPROVE SALES PERFORMANCE

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