



KATHLEEN T. SHEA

Principal

Kathleen T. Shea is a recognized leader in financial services, with expertise in P&L management, strategic planning and innovation. She has a background in successfully leading mergers, acquisitions and cultural transitions to develop integrated organizations focused on the customer. Her 25 years of banking experience includes responsibilities as Managing Director of Consumer Banking at BankBoston (now part of Bank of America); Executive Director of Retail and Small Business Banking for BayBank, and Chief Operating Officer and Director of Corporate Banking for BayBank Affiliates.



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MAXIMIZING REVENUE

THROUGH SUPERIOR SALES
PERFORMANCE

BEACON
PARTNERS AND ASSOCIATES

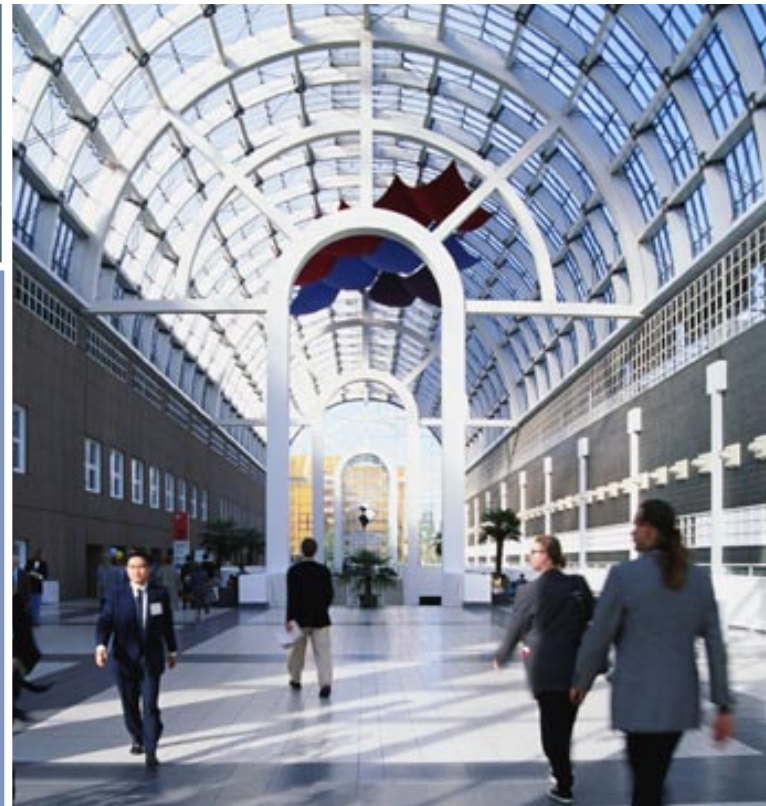
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CYNTHIA L. LEVERICH

Principal

Cynthia L. Leverich is a sales and marketing executive noted for her ability to create a sales and service culture in traditional organizations, and for her expertise in sales training and sales process reengineering. During her 20 year banking career she served as Senior Vice President and Director of Sales at GreenPoint Financial (now North Fork Bank); Executive Vice President, Director of Retail Banking at Hudson United Bank, and held a wide variety of senior level marketing and sales management positions at BayBank.



MAXIMIZING REVENUE

Beacon Partners' commitment is to increase your revenue - helping you acquire, retain and cultivate profitable customers through a dynamic sales and service organization.

Your clients benefit by receiving an exceptional experience at all points of contact - an experience that will continue to differentiate you from your competitors. Your employees benefit by increasing their skills and expanding their potential, and your organization profits through additional revenue and customer loyalty.

We capitalize on your strengths and synergies, and develop targeted programs to enhance performance. And, we assist in creating programs to maximize the value of your technology investment. By understanding your strategy and objectives, integrating the sales and service process, and creating training, reward and recognition programs, we help you achieve superior results.

CAPABILITIES

Beacon Partners realizes the keys to a successful sales and service organization are its people and the tools provided to support their efforts. We have created a variety of programs to enhance performance, improve customer and employee satisfaction, and maximize revenue. Our programs are customized to meet the unique needs of your organization.

BEACON PARTNERS IMPROVES YOUR PROFITABILITY

WE CUSTOMIZE YOUR SALES PROCESS

- Create leadership, coaching and skills programs for front-line sales managers
- Develop targeted sales and service processes for your staff members

WE ENHANCE YOUR SALES EFFECTIVENESS

- Establish specific sales and service activities to improve performance
- Provide expert strategic planning and goal setting support
- Design incentive compensation, reward and recognition programs

WE LEVERAGE YOUR TECHNOLOGY

- Communicate technological functionality to business users
- Incorporate key system features into the sales and service process
- Capitalize on mining customer data

WE LEAD YOUR TRANSITION TO A SALES AND SERVICE CULTURE

- Facilitate change from a service to a sales and service orientation
- Create a customer-focused company to improved acquisition, retention and share of wallet
- Integrate new organizations into the sales culture, while identifying best practices

EXPERTISE

Beacon Partners has the expertise, resources and capabilities you need to create a new level of sales and service excellence, which will result in significant value to you and your clients.

Our principals are nationally recognized executives in the financial services industry. We've been asked to share our leadership expertise by BAI, Unisys, Omega and others in the fields of sales management, consumer, small business and corporate banking.

We've implemented acquisitions and led cultural transitions to create companies with clear vision and direction. As senior managers, we've been responsible for strategic planning, and have improved profitability and market share by leveraging existing human, financial and technological resources.

While other firms may offer packaged training programs and project-by-project consulting services, we customize our solutions to meet your needs and work with you on an on-going basis, providing expert guidance to ensure superior results.