



JA **ELHARDT**  
consulting

# Sales Enablement and Business Process Consulting

## Company Overview

Based in Los Angeles, JA Elhardt Consulting helps clients across the country. Our firm specializes in the optimization of sales and marketing channels. From recruiting, training, hiring sales leaders and contributors to Salesforce.com deployments and customizations.

Whether you're a startup looking to build your first sales team, a successful business whose sales efforts need a jump start, or a market leading company that wants to see better results from their top performers, we will not only help you to grow revenues, but also build repeatable processes that can be continued on long after the project has ended.

We bring extensive experience and professionalism to every project and customize our support to your individual needs and unique business requirements.

Our Consultants have been leading and optimizing sales teams for over a decade and began in sales leadership prior to the 2008 financial crisis. Weathering that storm taught us some valuable lessons about what it takes to be successful during the worst economic conditions. Much of that success comes from the planning, structure, and processes that are put in place. We're on the pulse of modern CRM and sales acceleration technology as well as the latest sales methodologies.

## Practice Areas

### Enablement

- Salesforce.com and CRM System deployment and optimization
- Sales Acceleration Integrations
- Digital Content Marketing Strategy
- Learning Management Systems deployment and optimization

### Effectiveness

- Sales Training Development and Delivery
- Leadership Development
- Fractional Sales Leadership
- Compensation plans
- Performance Management Systems

### Strategy

- Outsourced Sales
- Sales Operations
- Sales Process
- Recruiting
- Go-To-Market Strategy
- Project Management



## Jonathan Elhardt

Founder/Principal Consultant

In October 2017 Jonathan Elhardt left outsourced sales powerhouse Acquirent to start his own sales enablement consulting practice. In his previous role he served as Vice President of Sales and Training Coordinator. In these roles he was committed to the development of new and senior sales professionals, as well as managers, by giving them the tools and guidance they need to have successful careers in sales and leadership.

Jonathan is a strategic business leader and sales enablement expert, with extensive experience managing client relationships and leading teams. He is passionate about salesforce effectiveness and driving sales acceleration through technology. He has a history of building successful sales teams focused on high sales activity and revenue growth. Jonathan also has a passion for Salesforce.com CRM and currently holds multiple certifications.

In addition to consulting, Jonathan is an Adjunct Professor of Business at Santa Monica College. Courses he instructs include Introduction to Business, Principles of Selling, and Customer Relationship Management slotted to make its debut in the spring semester of 2019.

Jonathan started his career as a Sales Representative at online employment advertising giant Careerbuilder.com, and in 2006 he took on his first sales leadership role and realized he had a passion for developing salespeople at the beginning of their sales careers. Jonathan comes from a family of educators, so when his career turned to leadership he was able to apply those inherent skills to help his teams reach their full potential. Following Careerbuilder.com, Jonathan founded a regional sales office for Microsoft cloud solution provider, AvePoint Inc. In that role he was awarded Manager of the Year in 2008 by leading his team to early success, achieving 20% year over year revenue growth and establishing the office as a regional hub with over 30 employees. Jonathan then joined Directions Training, where he was instrumental in re-structuring sales processes to more closely align with strategic growth initiatives, ultimately leading the company to a banner revenue year in 2010.

Jonathan was raised in Bismarck, ND, moved to Minneapolis, MN in 1991 and settled in Chicago, IL in 2002 where he lived for 15 years. Recently Jonathan moved to Los Angeles and enjoys the outdoors, traveling, music, spending time with his wife and son, and taking advantage of everything California has to offer.



### Education

**DePaul University Kellstadt School of Business**

MBA, Leadership and Change Management, 2016

**St. Ambrose University**

B.A., Business, 2003



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