



# Alpine Link – Your Link to Reaching Peak Potential

Alpine Link offers specialized consulting and training services for organizations and individuals focused on lifting business performance. Our approach blends experience, timeless principles and contemporary thought leadership together to impact the relevant root cause issues our clients face.

Alpine Link is differentiated from conventional training and consulting firms in three important aspects. One, our approach is based on practical experience, not theory or academic research. We employ valuable lessons learned from direct experience, not merely from knowledge or from supporting staff roles. We understand the "what" and the "why", but focus on the "how".

Two, we customize our content to the specific needs of our clients. People are different, companies are different and customers are different. By tailoring our content to leverage our client's unique capabilities and market opportunities, we are able to help our clients better differentiate themselves and reach their peak potential.

Three, our thought leadership is best-in-class. Our rich principle centered library of frameworks and expertise in business performance improvement, business planning, business strategy, sales effectiveness, self-improvement and leadership is constantly updated and provides refreshingly innovative perspectives.

In short, our practical experience, tailored approach and unique thought leadership provide our clients with more value in less time than with conventional training and consulting methods.

For organizations and individuals who are ready to move beyond basic training programs and standard consulting services, Alpine Link tailors the following distinctive services which are designed to significantly increase business performance:

## Sales Improvement

- Marketing & Sales Value Chain Discovery to create transparency into sales improvement opportunities.
- Peak Potential Selling™ Process Reengineering to establish and implement go-to-market best practices.
- Peak Potential Selling™ Sales Training for Sales Representatives and Sales Managers to build consultative selling skills through winning selling principles – not selling tactics.
- Sales Training for non-Sales Personnel to help consultants, non-sales executives, project managers and other non-sales personnel apply the art and science of selling.
- Sales Pursuit & Account Penetration Workshops to create competitive differentiation and winning results in targeted opportunities & accounts.
- Marketing & Sales Conduit Generation to create opportunities that feed the sales funnel and fill the pipeline.
- Sales Kit Development to give sales people targeted tools, techniques and messages to sell specific offerings.

## Leadership Development

- Alpine Learning Center Management Training to help executives learn The SCOPE of Leadership™ and activate behaviors that bring out the peak potential in their teams, companies, customers and in themselves.
- SCOPE of Leadership™ Workshops to teach and experience one or more of the SCOPE of Leadership™ competencies great leaders possess.
- Peak Potential Executive Coaching to help executives develop their SCOPE of Leadership™, hone their peak leadership skills and enhance their individual performance.
- Activating Your A.M.B.I.T.I.O.N.™ Workshops to create a success roadmap for BHAGs & move ambitions to realities.

## Business Improvement

- Operational Effectiveness Assessments to identify and implement operational improvements that improve business performance.
- R2-L.I.F.T.™ Maintenance Office Deployment to capture and institutionalize ongoing best practices.
- Business Planning Facilitation to help business unit leaders create strategies and action plans that achieve near term objectives while building long term competitive advantage.
- High Impact Offsite Meeting Facilitation to move management meetings and teams to new levels of performance.

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To contact Alpine Link Corporation, call 970-453-4924 or email [mike@alpinelink.com](mailto:mike@alpinelink.com)

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**MIKE HAWKINS** is president and principal of Alpine Link Corporation. Mike consults, trains, coaches and leads companies and individuals to their peak potential. He is a respected business columnist, adjunct professor and thought leader on self-improvement, leadership and consultative selling.

Prior to Alpine Link, he had the distinction of having direct hands-on experience throughout all the primary activities in the enterprise selling value chain. He excelled as an engineer in product development with Halliburton. He was a successful salesman and marketing executive with IBM. He worked as global general manager for Scient, a fast growing e-Business Systems Innovator, and held the position of executive vice-president for LogicaCMG, a global consulting and IT solution provider. He has led teams across North America, Europe, South America and Asia. He has worked in multiple industries including management consulting, IT, financial services, manufacturing, construction, telecommunications and utilities.

Throughout Mike's industry and consulting career he has excelled in overcoming challenging issues that prevent companies and individuals from reaching their peak potential. In his experience in leading cross-functional reengineering efforts and turning around under-performing businesses, he has uncovered recurring root cause issues that limit performance. As a result, Mike has refined several frameworks, R<sup>2</sup>-L.I.F.T.<sup>™</sup>, The SCOPE of Leadership<sup>™</sup> and Activating Your A.M.B.I.T.I.O.N.<sup>™</sup> to help companies and individuals break through their limitations and achieve new levels of performance.

Using these and other innovative frameworks that identify root cause issues and the primary drivers of value creation, Mike has a reputation for consistently overcoming complex issues that prevent reaching peak performance. He specializes in developing great leaders, producing great sales people, creating transparency in corporate value chains, developing best practices that increase client value during sales pursuits, creating competitive differentiation, making selling value chains more efficient and moving strategies from planning to execution.

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