

Leisa Mohler-Erickson

Advantage Performance partner Leisa Mohler-Erickson helps organizations and, more specifically, their sales teams achieve the transformative change that accelerates meaningful business results. A sales specialist, Leisa brings clients a unique perspective from having worked for or consulted within virtually all tiers of the sales function across a wide range of organizations – from industrial to professional services firms and from executive to line management to individual seller. She has particular expertise in the areas of talent selection, competency assessment, and sales/sales management development.

Leisa's experience includes multiple business development roles, including a long tenure at Huthwaite (creators of *SPIN Selling*) where she last served as Associate Vice President of Intellectual Property and Product Development. Leisa earned a B.S. in Marketing from Indiana University's Kelley School of Business with a minor in International Business. Fluent in Spanish, she lives in Naples, FL where she enjoys boating, cycling and competing in triathlons.

Name some organizations with which you've worked.

Xcel Energy, Smurfit-Stone Container, Bosch Rexroth, Johnson Controls, Steelcase, New Horizons, Wabash National.

How does this experience benefit what you offer clients today?

All organizations have goals and strategic initiatives, times of strife and times to capitalize on opportunities. In some cases, as with publicly held companies, commitments made to the investment community are also important drivers of change. I begin with a clear understanding of all the issues that are relevant to the client, then create strategies for moving toward positive change with the highest velocity possible. The nation's continuing economic turmoil is requiring dramatic change for many companies. It's crucial to help them move past the status quo so that their talent pool, competencies, and sales skills rise above the competition and position them for success over the long term.

What's the best thing you do for clients?

I always start by looking behind the scenes, digging deep into the factors that drive business results. This search for absolute clarity often enables me to bring my clients new insights into the interrelated issues that are influencing performance. And regardless of the complexity of a challenge or level of change required, I work tirelessly to achieve the interim and longer-term goals the client seeks to attain.

What delights you about your work?

For me, this work is truly a passion. When you can make an impact on not only individuals but also on an entire business culture, that's tremendously rewarding. Helping to create dramatic, lasting change that gets organizations where they need to go is what drives me.

What are your personal "business words to live by?"

"The shortest path from A to B is a straight line. Without focus, perseverance, and a plan, any path can get you there, but the journey to the summit may be long." I work to find the shortest path, which mitigates corporate carnage while achieving the maximum business impact.

If you could make only one thing happen for your clients, what would it be?

Create a measurable shift in behavior – not a transitory effect but a true transformation - that translates into the business results my clients seek.

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