

Joe Beilein

Advantage Performance franchise partner, Joe Beilein, brings clients more than 20 years of sales, management, and training expertise. A highly experienced account manager and consultant, Joe specializes in helping organizations improve leadership and teamwork, performance mastery, business literacy, and sales and sales management. His approach to solving business challenges focuses on practical analysis of performance gaps, and applying results-based solutions to close those gaps.

Joe's extensive career includes sales and sales management positions with manufacturing leader, Tennant Company, and with Learning International (formerly Xerox Learning Systems). He is partner and co-founder of Advantage Performance Group • St. Louis, which serves a broad range of leading organizations headquartered in the Midwest. Joe holds a B.S. degree from Benedictine College and lives in Clayton, Missouri. He's hard to catch when not serving clients; coaching youth sports and running are favorite pastimes.

Name some organizations with whom you've worked.

Ralston Purina, Anheuser-Busch, Inc., Mallinckrodt Medical, Inc., Edward Jones, CoinCo.

How does this experience benefit what you offer clients today?

I always tell clients, "We've seen the movie." That is, we know the ending, what happens when these kinds of solutions are effectively applied to these challenges. And we understand how to duplicate great results.

What's the best thing you do for clients?

Bring a deep understanding of each client's business. That's something that differentiates us. We develop a relationship with clients based on a thorough understanding of their business. That awareness allows us to target issues and performance gaps faster and with more accuracy.

What delights you about your work?

The thrill of truly affecting people's performance. The stories you hear, people's memory of what had an impact on their careers. People will come up and say to me, "Remember that program from a year ago? It has definitely helped me be more successful." That's delightful to hear.

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

It's what happens before and after training that makes it work. This is something that we really advocate. When your performance solution is tied to a performance gap or business need on the front end, and coached and sustained on the back, that's when you'll see results.

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

That they understand how training can be a powerful performance influence. Training is not a magic wand. But when it's part of a system and culture, it can enable organizations to achieve amazing results.

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