



WHAT ARE PEOPLE SHOUTING ABOUT SUCCESS DRIVEN BY TECHNOLOGY

"The most successful athletes rely on coaches to help them reach their full potential. I find working with SDbT to be the equivalent. We meet on a regularly scheduled basis. They help keep me focused on areas of our business that can be improved and their experience is a great help to me when I need to work through ideas. I would highly recommend you consider doing the same."

RMI Corporation
Paul R. Chapdelaine, CPA, President

"The channel partners that engage SDbT will certainly not remain status quo or show no growth of new business. I have no doubt in my mind. In today's environment we must differentiate ourselves from the competition. Sheldon has proven to us that he knows how to do that. He knows this industry. He knows our pains and concerns and how to address them. I would suggest that if you really want to drive more revenue, it would be wise to engage SDbT."

iCepts Technology Group
Ron Fullmer, Vice President

I have known Sheldon for quite some time now. After having worked with VARs for almost 20-years, I can honestly say that Sheldon ranks among the most successful, the most knowledgeable, and the most capable of any VAR in this country. He has my complete support. SDbT is as close to a sure thing as you will ever encounter! "

Aperum
Geoff Ashley, Vice President Business Development

Everyday I am asked, "what is working to increase sales?" and "how can I improve my business?" Now I have something to offer you. SDbT is one of the very best solutions I've seen. Let me first say, that I have known Sheldon for many years and that this a powerful method to increase your sales. The interesting part is that the way it is structured, you do not pay unless you get results. It is not a telemarketing scheme, and it doesn't come on a library of cassette tapes - this is the REAL thing.

Best Software, Inc.
Michael Santoro, Senior Account Executive



Growing Your Business Together

Success Driven by Technology

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Sales—Solves All Business Problems



SALES RESULTS OR YOUR MONEY-BACK!



Sales—Solve All Your Business Problems



The Application Software Industry faces unique challenges unparalleled in any other industry. Success Driven By Technology (SDbT) is dedicated to the success of application software resellers, value added resellers (VARs), and software publishers.

Success is built on four major building blocks: marketing, sales, project delivery, and customer satisfaction. Marketing drives leads. Sales develop and close deals. Delivery drives projects providing clients with analysis, software, add-ons, custom modifications, implementation, training, support, and project management. When it all comes together, a happy and satisfied client is created. It sounds easy but only a small fraction of companies can do it successfully and with reasonable profits.

In any economic climate, there are a handful of businesses that excel and prosper while the majority find reasons for the lack of results. To succeed in today's economy, "You have to want it to win it." Apply the right sales and marketing strategies and you can cross the finish line a winner. After all, sales solve all business problems!

Our Mission

Success Driven By Technology (SDbT) helps application software companies and their resellers develop and grow their businesses. We are so confident that we can make a dramatic contribution to our clients that we back it up with a 'no questions asked' money-back guarantee.

SDbT was founded by Sheldon Kralstein, one of the industry's most experienced players. The expertise behind SDbT is made evident by the team's individual and collective successes.

We are not a 'one size fits all' promoter of a pre-defined methodology. At SDbT, we draw upon our combined 30 years of industry experience to tailor services and programs that fit your business requirements. SDbT doesn't sell 'fluffy' sales and marketing theories. We roll up our sleeves and attack your very specific business pains from the perspective of those who have already been in your shoes. Regardless of your particular services and market strategy, our diverse experience can help you improve your revenues, profitability, and quality of life.

SDbT's competitors offer strategies that they apply to many businesses and industries. They do not truly understand the issues and complexities of the application software marketplace. Our principal, Sheldon Kralstein, has done it all. He has been in the trenches, winning and losing software deals, implementing and managing projects, developing software, and leading scores of companies to success.



Business Winners—Let SDbT coach you to success

Success, in today's economy, requires solid business practices coupled with creativity, innovation, and sophisticated methodologies. SDbT can analyze your current practice and help you implement proven strategies and guaranteed methods. We welcome the opportunity to speak with you and explore how a relationship with SDbT can benefit your organization.

Request our FREE 'VAR/Reseller Success Test' to measure the success of your business, and determine how your compensation, profits, and quality of life compare to others in our industry.

A cross-section of our services include:

- Business Positioning
- Lead Generation
- Telemarketing
- Marketing Collateral
- Client Success Stories
- Website Content
- Executive Briefings
- Sales Methodology to Win
- Sales Training & Mentoring
- Project Delivery Methodology
- Hiring
- Compensation
- Pricing Strategy
- Product Strategy
- Operations
- User Groups
- Newsletters

