



Company Overview

White Lake Consulting (WLC) provides sales enablement, remote training, and market intelligence services to technology companies, including Autodesk, selling to public sector organizations.

WLC works with each major player in the sales cycle including the technology manufacturer, distributor transacting business, and government end-user to improve sales outcomes.

I founded White Lake Consulting because I am passionate about helping customers solve existing technology problems while uncovering new opportunities in the marketplace.

Industries

At White Lake Consulting, I work with companies and partners across industries, including:



AUTODESK



GOVERNMENT



TECHNOLOGY

Clients

I have had the privilege of supporting thousands of end-users over the years. Regardless of your industry or sales model, I can help your team develop playbooks, identify customer challenges, and improve sales outcomes.

“ I have had the pleasure of partnering with Bruce for the past 9 years. Bruce is a rare talent such that he has the ability to teach and empower those he works with.

Countless times Bruce has selflessly worked with my sales team, often when it didn't directly impact his territory, so that our team became more effective.

Bruce is popular with his partners, colleagues, and clients alike and has a real passion and enthusiasm for the industry that shines through.



MICHAEL PALETIELLO

Regional Sales Director, Public Sector
Salesforce

CONTACT

(517) 918-3830

bruce@whitelakeconsulting.net

STAY CONNECTED

[linkedin.com/in/bruce milliganwlc](https://www.linkedin.com/in/bruce milliganwlc)

whitelakeconsulting.net



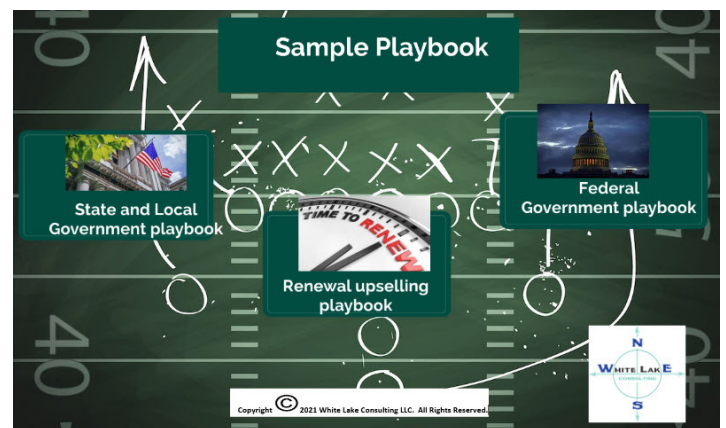
Sales Approach

My sales approach is inspired by a visionary manager I had early in my career. Rather than having me spend time memorizing product features and benefits, he had me work directly with customers.

Spending valuable time working with end-users showed me that it isn't about the technology but rather how that technology can solve client problems.

WLC takes existing sales plays and organizes them into structured scripts that enable teams to have more effective calls. I develop interactive, intuitive playbooks that guide the rep through the call using touch screen technology and empower reps through individual coaching.

In addition to playbook development and sales coaching, WLC provides detailed sales reports to management teams showing outbound call progress across individual reps and team wide.



Row Labels	Count of Dials	Count of Connect	Count of Left VM	Count of Leads Generated
John Smith	267	130	137	59
January	58	32	26	16
February	83	50	33	30
March	52	18	34	4
Late February	74	30	44	9
Paul Bunyan	244	94	150	65
January	64	20	44	24
February	64	36	36	16
March	68	40	40	20
Late February	48	30	30	5
Peter Paul	248	120	128	34
January	36	16	20	4
February	56	12	44	2
March	84	44	40	12
Late February	72	48	24	16
Grand Total	759	344	415	158

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