

# TSW Group, Inc. dba The Sales Whisperer®

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## Capabilities Statement

Company Information	Core Competencies
<b>Legal Name:</b> TSW Group, Inc.	<b>Executive Leadership Development</b>
<b>DBA:</b> The Sales Whisperer®	<b>Business Process Re-engineering (BPR)</b>
<b>Contact:</b> Wes Schaeffer	<b>CRM and Technology Integration</b>
<b>Address:</b> 39178 Half Moon Cir Murrieta, CA 92563	<b>Strategic Negotiation and Sales Training</b>
<b>Phone:</b> (714) 369-8004	<b>Organizational Performance Improvement</b>
<b>Website:</b> <a href="https://www.thesaleswhisperer.com/">https://www.thesaleswhisperer.com/</a>	

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## Differentiators & Socio-Economic Status

Service-Disabled Veteran-Owned Small Business (SDVOSB)

Contracting Codes	NAICS Codes	PSC Codes
<b>CAGE/NCAGE:</b> 9YJF7	<b>611430</b> - Professional and Management Development Training (Primary)	<b>U008</b> - Training/Curriculum Development
<b>UEI:</b> YJ7ZGCNVZ8F1	<b>541611</b> - Administrative Management and General Management Consulting Services	<b>R408</b> - Program Management Support
	<b>541613</b> - Marketing Consulting Services	<b>R410</b> - Management Support Services
	<b>541519</b> - Other Computer Related Services (CRM)	<b>7A21-P</b> - IT & Telecom - Business Application Services

## Capabilities Narrative

TSW Group, Inc. dba The Sales Whisperer® is a specialized management consulting firm dedicated to enhancing organizational performance, leadership effectiveness, and operational efficiency within federal agencies. As an **SDVOSB**, we are committed to translating complex operational challenges into measurable improvements in productivity, compliance, and resource utilization. Our expertise lies in developing senior executive talent and optimizing mission-critical business processes through a unique blend of coaching, consulting, and technology integration.

## Core Service Offerings

- 1. Executive Leadership Development (NAICS 611430, PSC U008):** We deliver customized executive coaching and leadership training programs designed to cultivate high-performing senior leaders. Our methodology focuses on strategic decision-making, change management, and building resilient organizational cultures, ensuring continuity of mission-critical functions.
- 2. Business Process Re-engineering (NAICS 541611, PSC R408):** We specialize in end-to-end business process consulting, utilizing proven methodologies to analyze, redesign, and implement streamlined workflows. This includes

optimizing administrative, financial, and operational processes to eliminate waste, reduce cycle times, and ensure compliance with federal regulations.

3. **CRM and Technology Integration (NAICS 541519, PSC 7A21-P):** We provide expert consulting for Customer Relationship Management (CRM) system implementation, configuration, and user adoption. Our expertise ensures seamless integration of technology solutions to improve stakeholder engagement, data management, and reporting capabilities for government programs.
4. **Strategic Negotiation and Stakeholder Engagement (NAICS 541613, PSC R410):** We offer advanced training and consulting in sales, marketing strategy, and complex negotiation techniques. This capability is critical for agencies needing to improve inter-agency agreements, vendor management, and public-facing communication strategies to achieve program goals.

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## Past Performance (Representative Examples)

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1. **Business Process Optimization & CRM Implementation:** Successfully re-engineered the lead-to-opportunity process for a large non-profit organization, integrating a new CRM platform. This resulted in a **35% reduction in administrative overhead** and a **20% increase in qualified lead conversion** within the first six months.
2. **Executive Coaching & Negotiation Training:** Provided executive coaching and advanced negotiation training to a federal agency's procurement team. The training led to a documented **\$1.2 million in cost avoidance** on two major contracts and improved inter-departmental collaboration scores by **15%**.

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## Keywords

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Executive Coaching, Leadership Development, Management Training, Professional Development, Business Process Re-engineering (BPR), Process Improvement, Operational Efficiency, Management Consulting, CRM Implementation, Customer Relationship Management, Data Management, System Integration, Strategic Negotiation, Sales Training, Stakeholder Engagement, SDVOSB, 611430, 541611, 541613, 541519, U008, R408, R410, 7A21-P.