

## Client Conference

### Automated Accounting Solutions

---

“Christine planned our first ever client conference from start to finish. She managed the event and made sure everything happened according to plan. We had 100 attendees, which included five prospects and four have closed. The day was a complete success.”

↳ [Judy Peterson](#)

## Success Stories

### The Fitzgerald Group

---

“We had Christine interview and write two success stories. Since then, we have been using them to differentiate our firm to prospects. The success stories have certainly set us apart and have helped us add new clients.”

↳ [Mike Fitzgerald](#)

## Hiring and Training an Account Manager

### Solution Strategists

---

“Because of growth, we needed to hire our first account manager. Christine put together the ad, ran it, sorted through all the resumes we received, and conducted the phone and in-person interviews. She gave us three great candidates to choose from. When we hired the one that best fit with our company’s values, Christine came in and trained her. I couldn’t be happier with the results. Her experience in our industry makes her invaluable.”

↳ [Art Nathan](#)

## Marketing Planning

### Business Technology Solutions

---

“We needed to improve our marketing and client loyalty strategies and wanted outside recommendations and fresh ideas. Christine spent two days with us and helped us meet our goals. She gave us some innovative ideas for marketing and helped us create a plan format that made it simple to manage the activities and easy to track progress. Christine provided some basic training to our new salesperson and account manager. She was also instrumental in interviewing several clients to write both success stories and reference letters.”

↳ [Lissa Johnsen](#)

## Partner Marketing

### Sage Software

---

“I have worked closely with Christine the past several years preparing boot camp materials and other tools that benefit Sage’s business partners. Her understanding of the industry enables the partners she works with to be more successful. Everything she does – from PR to success stories – is first rate.”

↳ [Taylor Macdonald](#)

## about tipping point

Tipping Point Advisors helps good companies do great things. Chances are you have a list of business enhancing projects that have gone undone for months, perhaps years. We have helped businesses implement a variety of programs that have added tremendous value to their business and helped to differentiate their firm from their competitors. If you find yourself not being able to get done things that you know need to happen to be successful, consider Tipping Point Advisors.

## project experience

- ↳ customer success stories
- ↳ vertical marketing
- ↳ employee bios
- ↳ press releases
- ↳ customer conferences
- ↳ prospect event management
- ↳ article writing
- ↳ training center marketing
- ↳ hiring processes
- ↳ customer newsletters
- ↳ nurture marketing campaigns
- ↳ marketing consulting and planning
- ↳ communications
- ↳ merger/acquisition communication plans
- ↳ on-site account manager/marketing program development

## about christine churchill-kless

Christine Churchill-Kless has more than a decade of experience working at partner organizations in capacities spanning marketing, account management and operations. Currently at Tipping Point Advisors, Christine works with partner firms to execute on their marketing, customer loyalty and branding programs. She developed much of the material for Sage Software's Lead Generation and Customer Boot Camps and is a member of the presentation teams. A frequent speaker at conferences, Christine is a recognized authority on marketing and customer loyalty strategies for channel partner organizations.