

SIXTH ANNUAL POWER LIST

PROFILES, PERFORMANCES AND RECESSION-SURVIVAL TIPS OF THE STATE'S TOP SELLERS

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PEOPLE IN BUSINESS STATEWIDE



Colorado's 25 MOST POWERFUL Salespeople

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COLORADO'S 25 MOST POWERFUL SALESPEOPLE

Sixth annual 'power list' profiles closers excelling in tough times

By Mike Taylor and Mike Cote

Back in 2004, *ColoradoBiz* launched a feature we've come to refer to in shorthand as the "power-list issue." It started off as a ranking – subjective, to be sure – of, simply, powerful people. That is, the 25 business owners, philanthropists, politicians, wealthy activists and others we as an editorial staff regarded as one way or another the state's greatest power wielders.

The following year we kept the annual power-theme going, but instead of people we ranked the 25 most powerful organizations.

We've alternated between ranking powerful people and powerful organizations every January since, and it's become an annual staple of the magazine. This year, though, we decided to change it up and look at the people who so often are the catalysts for a business' growth and in today's environment likely the key to a company's very survival.

Introducing: Colorado's 25 Most Powerful Salespeople.

They include a real estate agent who specializes in luxury mountain homes in the Vail area and who ranked fifth among agents nationwide for sales volume in 2007; an advance-planning counselor for funeral arrangements who set a company sales record in 2008; and a sales executive for bison meat whose sales are up 30 percent over last year, remarkable growth for a high-end product in a down economy.

No car salespeople were nominated. Go figure.

According to the Colorado Department of Labor and Employment, salespeople make up 12 percent of Colorado's work force, roughly 315,123 of the estimated 2.6 million employees in the state. It's not only a numerous group, but an incredibly wide-ranging one. In coming up with our final 25, we sought to reflect the variety that the Colorado sales industry encompasses.

Nominees for our 25 profiles came from solicitations sent out to 8,500 e-mail subscribers of the Colorado chapter of the Sales Association, to firms on the 2008 *ColoradoBiz* Top 250 Private Companies list and to subscribers of the *ColoradoBiz* e-mail newsletter.

We think you'll appreciate learning about the challenges that these 25 people encounter in their work, and if you're in sales you likely can relate to their struggles — and to their triumphs in good times and bad.

CATHERINE JONES COBURN, 57

BROKER, SLIFER SMITH & FRAMPTON REAL ESTATE

BACHELOR GULCH VILLAGE (VAIL)

WHAT SHE DOES: Represents buyers and sellers of mountain-resort properties.

PERSONAL DATA: With \$201 million in sales in 2007, Jones ranked fifth nationally among 1.2 million real estate agents, according to *The Wall Street Journal* and *Lore Magazine*. She's been the top-selling agent in Bachelor Gulch Village for nine years running. Sales volume in fiscal 2008: \$73.3 million.

INSIDE THE NUMBERS: Jones was the listing agent for the two highest priced single-family homes ever sold in Beaver Creek Resort and Bachelor Gulch Village — at \$10.9 million and \$11.5 million respectively in the spring of 2005. She also was the listing agent for ex-President Gerald Ford's former home in 2007.

CUSTOMER-SATISFACTION TIP: "Keep everyone constantly informed, whether it's good news or bad news.

I probably e-mail clients four or five times a week with what's going on in the marketing with their specific property, what ad's been run, who's shown the property, what's sold, what's come on the market. Right now there obviously are not a lot of sales going on, but you want them to be very informed."

RECESSION-SURVIVAL ADVICE: "The buyers think the world's coming to an end, the sellers are kind of in denial, so if you get them to kind of meet. ... Knowing your market is critical. Know every single property in your market so that when people walk in or call, you know exactly what's going on."



CATHERINE JONES COBURN, A BROKER FOR SLIFER SMITH & FRAMPTON REAL ESTATE IN THE VAIL AREA, RANKED FIFTH AMONG AGENTS NATIONWIDE FOR SALES VOLUME IN 2007.

PHOTO BY DON CUDNEY