

Maureen Eddy Grinnell



As Principal, Beyond Quota LLC, Maureen Grinnell combines skills-based training with outcome-based consulting to improve sales and service results for its client organizations.

Maureen Grinnell has been a consultant to the Metals Service Center Institute (MSCI) since 1998. When inside sales training was identified as a high priority in 2000, Beyond Quota partnered with the MSCI to develop Adding Value Through Inside Sales. More than 2,000 metals industry professionals have completed the program, through MSCI-sponsored public workshops, chapter seminars and custom on-site sessions for member organizations.

Maureen also develops and facilitates workshops in coaching, customer service, negotiation and presentation skills. In addition to MSCI, Beyond Quota's clients include Abbott, Apple, Bank of America, Coca-Cola, FedEx, and Sprint.

She received a Bachelor's of Journalism in Advertising from the University of Missouri-Columbia. Before shifting her career focus to training and consulting, Maureen held client service positions at Marsteller Inc. (now Young and Rubicam) and Leo Burnett USA advertising agencies. She and her husband, Dave, have one son, Matt, an inside sales representative in the technology field.