

Speaking Topics

Lenann's approach to improving your ability to get new clients, and to capture additional revenue from your existing clients, is based on her work to understand the "pieces of the marketing puzzle" that you have in place—and any gaps that may need to be filled in your marketing strategy. She works to understand the types of people in your organization who are being asked to perform sales tasks (their backgrounds, experience, attitudes, and amount of success in selling to date) and she develops a wide range of customized learning programs, to reflect those realities.

Most Requested Presentations

Trends In State Of The Art Selling Changes In Buyers' Attitudes Require New Sales Approaches

Companies are not capturing all the clients and revenue they could. Although they have valuable services and products, those responsible for bringing in new clients and revenue streams don't know how best to sell to today's educated, sophisticated, cynical, and often overwhelmed buyer. Learn how to bring structure, discipline, and accountability to an updated sales process. Replace sales leaders', and salespeople's, outdated methods and lethargy with selling approaches that *work*, regardless of the state of the overall economy.

You will discover:

- Why cynical buyers have transformed the selling process.
- Four specific behaviors encourage prospects to trust — a precursor to buying.
- Research that reveals fresh, authentic approaches to drive sales.
- Four simple measurements that are key to a structured and successful selling effort.

A Change Will Do You Good! Simple Changes To Turbocharge Sales Results

Success in selling often depends on your ability to abandon what you think you know. You must view selling in a fresh way, tossing out the belief that selling is telling, that you must "overcome" objections, and that great presentations make great sales.

You will discover:

- Why pain is the most powerful principle around which you can structure a sales conversation.
- How The 90-10-90 Rule can transform your sales results.
- How dealing with your prospect's pain—rather than his needs or wants — will reveal his motivations to buy, shorten the selling process, and result in greater sales success.

For more information, please contact Lenann@YouCanSell.com or call 505.828.1788.