

# SalesSpeaking

A unique training course for salespeople who seek to change the fortunes of their companies.



Your sales professionals know better than anyone that selling in today's marketplace requires a great deal of finesse. They need to be both pragmatic and savvy—whether they're making the initial call or conducting the final negotiation. And they simply must have a way to stand above the competition. SalesSpeaking® will help them achieve that goal. Sales pros will improve their confidence, active listening, presenting, and improvisational skills while developing the winning strategies necessary for presenting to high-level decision makers.

## Who on your staff should attend our SalesSpeaking course?

SalesSpeaking provides the strategies to transform competent salespeople into dependable corporate dealmakers. If any of the comments below describe your salespeople, then SalesSpeaking is the perfect solution.

- They want to become more confident, clear, and compelling.
- They have product knowledge but must present that information with executive presence.
- They hope to broaden their power of persuasion and sphere of influence.
- They need new presentation strategies to help sell their ideas.
- They present to key decision makers who hold the corporate purse strings.

## What presentation skills will they learn at this presentation workshop?

The material in SalesSpeaking is based on interviews with 21 executives and 11 leading sales professionals. Below are just a few of the things your team will learn.

- The advice and secrets of several top sales professionals.
- How to influence others with strategy, style, and content.
- How to state "the question behind the question."
- How to listen carefully and capture the concerns of prospects.
- How to deliver an elevator pitch when time is cut short.
- How to stand out from the rest in a highly competitive landscape.
- How to create high-impact presentations that get results.

No one has more impact on your company's bottom line than your sales force. Help them become even more competent and increase their impact with SalesSpeaking—the workshop designed specifically to help sales people sell better and faster.



"I'm much more prepared for any type of presentation. More business equals more doors opened, which equals more opportunities."

JAELENE GOODMAN

EXECUTIVE CARDIOVASCULAR  
SPECIALIST,  
EDWARDS LIFESCIENCES