



Topics and Take-Aways

“Reasons Not To Focus On The Sales Experience” seeks to help your group learn (among other important lessons):

- What the single fear that all buyers have in common, and understand the system for helping their prospects move past their fear to become a client
- What your prospective buyers are hoping to get from your salespeople, and understand what motivates themselves
- Why the game of sales has changed and why what used to work no longer does, and how to have confidence in their sales process

After attending this session, participants will have actionable strategies to shift from Order Taker to Deal Maker, close more sales, make more money without having to be “gross”.

If you would like to book a call with Jason Cutter to discuss speaking at your event, click on this scheduling link to set it up: <https://calendly.com/jasoncutter/20-minute-zoom-speaking>

You may also call him directly, if you prefer: (206) 234-1848 or check out his business website: <https://www.cutterconsultinggroup.com/>

Finally, included is Jason’s media kit and information which provides a snapshot of his experience, passion and work around the world.

Regards,

Tiana Page
Director of Educational Programs and Initiatives
Cutter Consulting Group, LLC

JASON CUTTER

SPEAKER | AUTHOR |
SALES TRAINER



BOOKS...



MORE BOOKS...



"It's not B2B or B2C,
it's H2H - Human
To Human"

Popular Keynotes & Trainings:

- Reasons Not To Focus On The Sales Experience
- Selling With Authentic Persuasion
- Increasing Sales Effectiveness

Targeted Audience:

Anyone in a **sales role** - phone, video, or in-person sales mode. (BTW: Everyone is in 'sales'!)

Industry: B2B, B2C, Retail, DTC, etc.

Consultative sales process - where there are prospects that are a good fit and ones that aren't

Testimonials

"Jason is a dynamic and engaging speaker who knows his material and brings up the energy level of any room he's presenting to!"

"OMG! Jason just delivered a knock-out sales presentation for our group of female entrepreneurs."

"As a meeting professional, I am always looking for speakers who can bring a fresh perspective on topics to our members, and Jason delivered."

Jason Cutter is a recognized thought leader, 4x Author, International Speaker focused on creating scalable sales teams full of Authentic Persuaders™. His foundational book, Selling With Authentic Persuasion: Transform from Order Taker to Quota Breaker, provides salespeople and leaders with a guidepost for shifting sales from gross to a professional people want to be a part of.



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BIO:

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Jason refers to himself as a mindset and scalability expert. Even though his bachelor's degree is in Marine Biology, he knows what it takes to be successful in sales and build profitable teams.

His books, podcasts, training workshops and speaking are focused on helping sales professionals close more deals, make more money, and produce scalable results.

In his spare time, he enjoys fishing, hiking, cooking and fighting the urge to start more projects!



Professional Capabilities Statement

Cutter Consulting Group, LLC (CCG) has been in business since January 2019 and provides strategic sales leadership and operational consulting services to companies in a wide range of industries and locations.

Our consulting, advising, and training have helped transform a wide range of industries (from B2C, B2B, and even retail), associations, organizations, and universities. The goal is to help sales teams understand how to develop themselves into sales professionals who understand what buyers really want, and who they want to deal with.

CCG is committed to helping any sized team, in any industry create world-class scalable sales systems and results.

What Sets CCG Apart From The Competition?

- Our team
- Results-based processes
- Leveraging technology to assist with sales, not replace it
- Strategic mix of training and actionable strategies
- On-staff professional adult educator



Professional Capabilities Statement (cont.)

Core Capabilities

Our operational, sales and leadership experts and business professionals analyze the gaps in performance, design and implement solutions in the areas of:

- Mindset of success
- Scalable systems and processes
- Change management
- Performance focused
- Leadership development

Consulting

CCG helps business owners, leaders, and groups who are trying to scale their sales operation but are struggling with their sales teams performing, meeting expectations, meeting targets, etc... and not knowing what or how to change.

We do this by...

- Getting your sales teams quick wins in the first week of working with you
- Providing the business owner with solutions ranging from mindset and strategy training, to leadership workshops, to done-with-you strategic roadmap on how to double your sales (or more) over the next 6-12 months

Clients come to us because...

- They trust our proven approach to building confident and high-performing sales teams
- We are low risk because we are measurable, tangible, and predictable in our ROI



**CUTTER
CONSULTING
GROUP**

**Selling
Effectiveness
Experts**

Sample of Clients:

Corporate

NGIC (Now Allstate)

D4M International

Transparent BPO

Revenue Group

International Business Associates

MacMurray & Shuster, LLP

Marketopia

Associations/Groups

Society of Financial Service Professionals

Professional Associations for Customer Engagement

Senior Care Sales and Marketing Summit

B2B Marketing Exchange

Higher Education

Utah State University

Florida Gulf Coast University

Miami-Dade College