



## Proposed Topic/Session Summary:

Myles Munroe says, *“Failure is not the absence of success. Failure is the neglect of trying.”* Yet, the research by LinkedIn shows the failure rate of salespeople is **41.9%**.

In today’s ever-changing world of sales, where the buyer has access to as much or more information that your sales team has and is now fully in control of how the sales process will go, organizations can no longer try and sell the same way they did even just last year.

In our *Reasons Not To Focus On The Sales Experience* presentation, we will help your team understand the best way to leverage an authentic mindset, and how to guide their potential buyers past their biggest fear and become a customer for life.

For several years now, brand loyalty has been driven by experience versus product or price. And, in a world of overwhelming abundance, customers most often have the power to select or ignore salespeople based on their experience.

**How is your company responding?** Are you taking the sales experience to heart by having a strategic, customer-centric journey with a seamless experience?

Keeping pace with rapidly changing expectations is essential to the success of your business, and it pays dividends to heed Albert Einstein's words, "The problems that exist in the world today cannot be solved by the level of thinking that created them."

### **In this presentation your audience will learn:**

1. 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
2. What your prospective buyers are hoping to get from your salespeople, and understand what motivates themselves
3. Why the game of sales has changed and why what used to work no longer does, and have confidence in their sales process

Most importantly, they will discover how to be successful at sales without feeling ‘gross’