

# Sales Kick-Off - *Value Proposition*



- **The Challenge:**
  - Single and unique opportunity in the year to get key sales messages across to entire sales force for next 12 months
  - Give the sales force the skills they need to deliver the numbers each and every quarter over the coming year
- **Audience Profile:**
  - A mix of new, junior and senior sales professionals,. Including some who think they know it all
  - Diverse groups: Direct sales, Indirect sales, product and industry specialists, from different countries/regions
- **Desired Outcomes:**
  - Participants leave inspired, re-energised and fully engaged
  - Participants are motivated to re-doubling their sales effort and personal sales productivity
  - Participants have FUN individually and as a group. The goal is to inspire participants and trigger personal insights
  - Sharing experiences - learn from each other. Take home actionable ideas and best practices that work in the field
  - Bonding and belonging, a shared vision and a common purpose - team building
- **What can I do for you?**
  - Make this event the best Sales Kick-Off ever as judged by Kick-Off participants: the sales force, sales management and, of course you
- **How?**
  - Keynote speeches: “Becoming a Trusted Advisor”, “Selling Your Ideas. The Art of Persuasion”, “Mastering the Complex Sale”, “Sell, Don’t Tell. Using Diagnostic Conversations”, “How to Achieve Sustainable Performance in Sales”, “Uncover the Real Issues by Asking Questions in Colour”, “How to Master the 5 Steps of the Buyer’s Decision Process”, “10 Ways to Find More Prospects”
  - Master of Ceremonies, Program Facilitator, Breakout Session Leader and Workshop Facilitator
- **Success Criteria:**
  - Memorable -> unforgettable, participants are still talking about it 1 year later
  - Lasting and residual Performance Motivation effect over the following 12 months
- **Why David Ednie?**
  - Sales credibility. Life time career in sales. Moved through the ranks from Sales Rookie to VP Sales
  - Multicultural credibility – Australian living in Europe for 20 years, extensive in-country sales experience across EMEA
  - Motivational Speaker and thought leader specialising in Sales Performance Motivation
  - ***He knows how to connect with, inspire and motivate sales people***