

Sales Performance Motivation

SalesChannel Europe

Accelerating Time-to-Revenue

Agenda

1. What is Sales Performance Motivation?
2. Sales Performance Motivation Programs
3. Key ideas and Learning Points
4. Keynotes, Conferences, Seminars & Workshops
5. Clients and Testimonials
6. Bio - David R Ednie



“Sales Performance Motivation is all about keeping your team at the TOP.”

– David R Ednie

What is Sales Performance Motivation?

1. Sales performance improvement is for:
 - Sales People
 - Sales Teams
 - Sales Management
2. Simple actionable ideas, tools and techniques practiced by the best in sales:
 - Skills development
 - Process improvement
 - Attitude management
3. Lessons learned from a life time in sales:
 - Inspirational
 - Motivational
 - Actionable



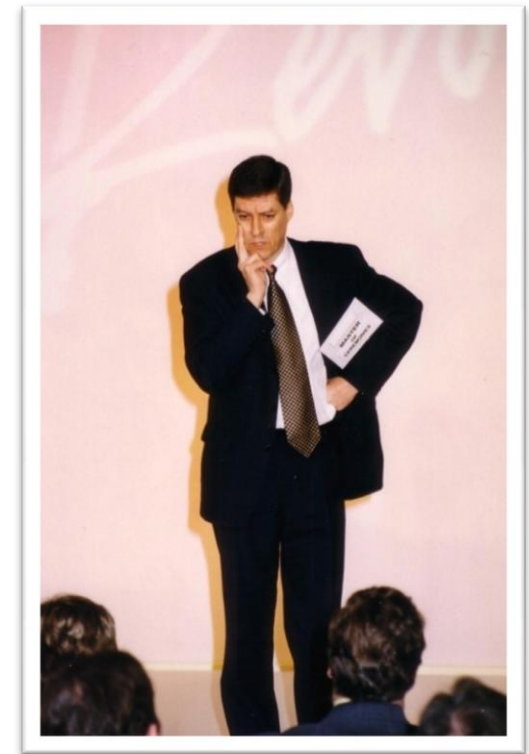
“Sales is simple but not easy. It is all common sense but common sense is seldom common practice.”

– David R Ednie

Sales Performance Motivation

Customized Keynotes and Workshop Programs:

- Becoming a Trusted Advisor
- Selling Your Ideas. The Art of Persuasion
- Sell Don't Tell. Using Diagnostic Conversations
- How to Achieve Sustainable Performance in Sales
- Building a Brand Around You
- 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



Sales Performance Motivation

Key Ideas:

- Sales Cycle vs. Buying Decision Process
- Stages of Sales Proficiency
- Building Credibility and Trust
- Expected vs. Exceptional Credibility
- Engaging Diagnostic Conversations
- Asking questions with impact
- Listening with your eyes
- Hearing with your Mind
- Speaking in Technicolor™
- Communicating with Emotion
- The secret power of Networking
- Gaining access to the C-suite
- Engaging C-Level conversations
- Creating a Culture of Excellence



*10 Ways to Find More Prospects**
was serialised in the Paris Metro,
Sept ember - December, 2006.

Sales Performance Motivation




What You Will Learn:

- Tools, techniques and insights gained from a lifetime in sales
- Tried and tested ideas based on sales best practices from the field
- Simple actionable ideas that you can use the next day at the office
- Tools and techniques that everyone can put into practice immediately
- How to systematically out think and out execute the competition
- How to get results that will take you to new levels of achievement
- How to gain new sources of competitive advantage
- Everything that you need to transform your success in sales today

How:

- Motivational Keynotes: sharing insights, ideas, tools and techniques acquired during a lifetime in sales
- Energizing Conferences, Seminar and Workshops that deliver simple, practical and actionable learning points to your sales organization
- Inspirational learning: inspiring “takeaways” that everyone can be put into practice with customers in the field
- Planning, preparing and hosting your Convention, Conference and Meetings

A photograph of a large yellow pipe being lifted by a crane at a construction site. The pipe is being hoisted by a yellow crane, and the scene is set against a clear blue sky. The pipe is the central focus, extending from the bottom left towards the top right.

“One of the keys to achieving sustainable performance in sales today is building a bigger opportunity pipeline.”

– David R Ednie

Sales Performance Motivation



Conventions & Meetings



Keynote Speeches



Seminars & Workshops



- Engaging
- Inspiring
- Motivating



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