

Sales Meeting 'Team Development' Presentations

Keeping sales meetings interesting and of value to your sales team is a problem that often hurts team leaders who are trying to motivate sales staff. But it needn't be and it's the sales leaders best time to motivate and provide general upskilling of their team.

Having faced this same problem throughout my sales management career, I know that using external presenters to provide a 'fresh face' to the meetings can work wonders...provided what they are presenting is practical, appropriate and adds value to all participants.

I have a select set of 'Team Development' presentations that are all based on my decades of practical and successful experience across many industries and across 3 continents. Each can be tailored to meet the specific needs and time constraints of sales teams.

- **Selling with Positive Disruption**
 - Challenging the status quo of any business and the thoughts of business leaders is a daunting prospect. But those that do it and do it well will win more business of greater value more often. In this keynote I explore how you can do this in a manner that sets you up as the trusted business authority who will be truly valued by your clients.
- **Lean Selling - The 3 Key Elements and How They Make a Difference**
 - Increased VALUE, reduced WASTE and CONTINUALLY IMPROVED processes will help you generate more revenue with less effort and deliver improved customer experiences. Sales has been an area of business slow to adopt these Lean principles and that's a wasted opportunity.
- **Key Account Management - Why These Are Your Most Important Asset; How To Grow Them and Protect Them**
 - By adopting Key Account Management, you create opportunities for both you and your clients to sustain and grow business - as well as opportunities to bring in more revenue.

In this interactive presentation I explore what constitutes effective key account management and deliver ideas that can be applied immediately to ensure you are seen by your key clients as an invaluable partner in their success
- **Perceived Indifference Disease**
 - Most business owners and many salespeople will say that their customers' key concern is price - that customers will only buy if the price is right - and in fact actually inquire about price first before anything else. However, research continually shows that the single most common reason a customer leaves a business for a competitor is *Perceived Indifference*.

Perceived Indifference is when customers have the impression that you couldn't care less if they buy from you or not. Almost 7 out of 10 of the customers you lose walk away because they feel you are indifferent towards them. They felt that you didn't care enough, didn't take time for them, and really didn't make a difference.

In this keynote I explore how much perceived indifference could be costing your business. We explore a 19-point checklist of common areas where perceived indifference occurs and ways these can be improved.

- **Creating a System for Sales Success**

- Many business owners don't focus on their sales function - mainly because they aren't comfortable selling and prefer to concentrate on what they do best. But what would be the financial impact on your business if every team member could double his or her sales? We look at the sales process in a way that will break it down into the nuts and bolts, and make it less mysterious and daunting.

- **The Importance of YOUR Customer**

- Unfortunately, all too often the customer is viewed as an impediment to the 'real' point of business. You've probably heard the old story about an employee saying - *"I could get so much more work done if it wasn't for all those interruptions from customers."*

In reality customers *are* the business and they are your real assets - for as long as they remain customers. In this keynote I look at why the customer is so important, what they really expect from you and how to deliver that

- **Selling...It's ALL in the Attitude**

- It's often said, "It's not what you sell, but how you sell" and how you sell is dependent on your attitude. Developing and maintaining a positive mental attitude is a challenge to even the most experienced salesperson. I share with the sales team what separates the average salesperson from the great salespeople and explore what needs to be achieved to go from good to great...it's all in the attitude.

To add more value to your sales meetings, call me or drop me an email to arrange a time for us to catch up

- Tel: +61 (0)409 908 204
- Email: wayne@waynemoloney.com