



SALES VELOCITY  
**SELLING TO TODAY'S  
INFORMED BUYERS**

**"High energy, flexible and worked hard upfront to understand the audience and tailor his message. Highly recommend him!"**

- Brian A. Voss, SVP. NBT Financial Services

**VA**  
**VICTOR ANTONIO**



## ABOUT VICTOR ANTONIO

A poor upbringing from one of the roughest areas of Chicago didn't stop Victor from earning a B.S. Electrical Engineering, an MBA and building a 20-year career as a top sales executive and becoming President of Global Sales and Marketing for a \$420M company.

As Vice President of International Sales in a Fortune 500, he was selected from over 500 sales managers to join the President's Advisory Council for excellence in sales and management.

He has shared the stage with top business speakers: Daymond John (Shark Tank), Rudy Giuliani, Paul Otellini (CEO of Intel), and John May (CEO of FedEx Kinkos).

He's the author of 13 books on sales and motivation and recently launched the Sales Mastery Academy learning platform with 350+ videos. He recently published his new book, "Sales Ex Machina: How Artificial Intelligence is Changing the World of Selling".

# 3 CUSTOMIZABLE KEYNOTES

## 1 SALES EXCELLENCE THROUGH INFLUENCE IT'S NOT WHAT YOU SELL, IT'S HOW YOU SELL!

This sales motivation keynote is loaded with research and studies on how to influence the buying process and increase buyer satisfaction.

Find out why outdated techniques don't work anymore. Learn how to position your product by framing the context of the conversation. Find out how to reduce buyer resistance and gain their acceptance by employing simple to use strategies and tactic!

*Victor's Note: Salespeople love this keynote because it's loaded with nuggets on how to influence buying behaviors. Yes, even sales veterans love this keynote!*

## 2 INCREASE YOUR SALES VELOCITY SELLING TO TODAY'S INFORMED BUYER

When it comes to a salesperson achieve or exceeding their revenue goal, almost 60% of never do. The majority of salespeople struggling to hit their target sales because they simply do not have a day-to-day to achieve their revenue goals! In this keynote, Victor Antonio will layout a clear sales blueprint that salespeople will be able to implement the very next day. I'll cover:

Five Ways to increase your sales velocity, how to define and implement high-leverage activities and, put together a consistent quarterly plan to hit their number.

*Victor's Note: Become aware of what's stopping you from selling more. Learn how to use the 'Battery Life' tool to stay focused*

## ENGAGING. INSIGHTFUL. USEFUL.



## 3 REDUCING BUYER RESISTANCE GETTING CLIENTS TO SWITCH

Getting Clients to either try your product (service) for the first time or switchover to a new one are two of the biggest challenges facing salespeople in today's market. In this keynote, you'll learn how to position a new product's value and present a compelling reason for change. The key lies in going beyond price by increasing their confidence in having to change and reducing the fear of change itself. I'll show you the steps to overcome their 'switchover' fear and how to shape a path to change and reduce decision friction

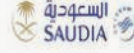
*Victor's Note: I'll show you how to identify the client's unstated needs, reduce their buying anxiety, create and quantify the urgency for change.*

"Victor is a meeting planner's dream; easy to work with. I've hired Victor 3 times, and I'd do it again."

- Sheri Bennefeld, NexStar



## CLIENTS



## FEE SCHEDULE

<b>Keynote:</b> (60-90 minutes) Includes: + Breakout Session(1-2 hr) + 52-Week Online Course	<b>\$15,000</b>
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<b>International Keynote:</b> (60-90 minutes) Includes: + Breakout Session (1-2 hr) + 52-Week Online Course	<b>\$30,000</b>
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<b>Master of Ceremony (MC)</b> 1 Day	<b>\$20,000</b>
2 Days plus business airfare and hotel	<b>\$30,000</b>

<b>Video Conference Session</b> (60-90 minutes)	<b>\$2,500</b>
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## ONLINE TRAINING

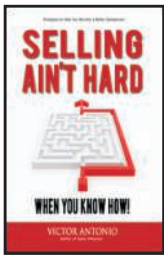
### Sales Mastery Academy:

- 350+ Videos on an online platform
- Track your team's progress with weekly reports.

**\$29.99/month per user**

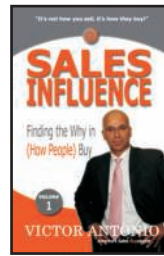


# BOOKS ON SALES AND MOTIVATION



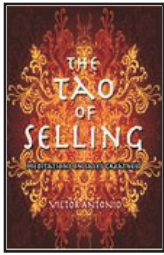
## SELLING AIN'T HARD...WHEN YOU KNOW HOW!

**Theme: General Sales**  
**Description:** This book is a compendium almost 100 tips and tactics on how to become a better salesperson.



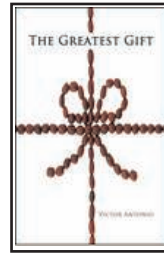
## SALES INFLUENCE: FINDING THE WHY IN (HOW PEOPLE) BUY

**Theme: Sales Psychology**  
**Description:** Find out how things are position or presented influence impacts a consumer's buying behavior.



## THE TAO OF SELLING

**Theme: Sales Philosophy**  
**Description:** A philosophical booklet of 52 taos (ways) on how the best salespeople think about business, the meaning of value and sales success.



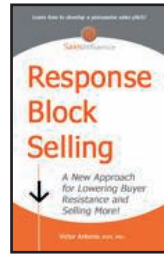
## THE GREATEST GIFT

**Theme: Success & Motivation**  
**Description:** A fictional story of a two men discussing the meaning of success and the many trials and tribulations of how to achieve it.



## SALES PSYCHO: INSIDE THE MIND OF A SERIAL SELLER

**Theme: Fictional Novel**  
**Description:** Inside an Asylum is a man known for his uncanny ability to sell. On this day, he is being interviewed to discover his secrets to sales success.



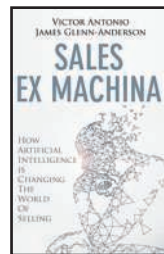
## RESPONSE BLOCK SELLING: A NEW APPROACH FOR LOWERING BUYER RESISTANCE & SELLING MORE!

**Theme: Sales**  
**Description:** To build credibility in your presentation, you need to know how to block objections, not overcome them.



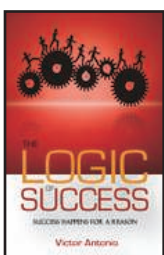
## WINNING BACK THE BUSINESS: 11 TACTICS FOR OUSTING YOUR COMPETITORS

**Theme: Sales Tactics**  
**Description:** Learn to compete in today's hyper-competitive market by using tactics to move clients in your direction.



## SALES EX MACHINA: HOW ARTIFICIAL INTELLIGENCE IS CHANGING THE WORLD OF SELLING

**Theme: Sales Enablement**  
**Description:** The first book on how Artificial Intelligence is changing the world of selling.



## THE LOGIC OF SUCCESS: SUCCESS HAPPENS FOR A REASON

**Theme: Motivation**  
**Description:** A Personal autobiography on overcoming adversity and how some people are able to achieve while others simply can't.

### VICTOR ANTONIO, SALES TRAINER AND CONSULTANT

PO Box 4342, Alpharetta, GA 30023

Phone: (678) 895-6068

Email: [Victor@SellingerGroup.com](mailto:Victor@SellingerGroup.com)