



## Speaking Topics & Descriptions by Jeff Beals

### **How to Sell in Brutally Competitive Environments**

Today's marketplace is simultaneously the best and worst in the history of human civilization. It's the best because untold and unprecedented opportunity awaits savvy and sharp-eyed professionals. It's the worst because there has never before been a market so loud, crowded and full of competing distractions jockeying for your clients' attention. In this presentation, award-winning author Jeff Beals shows you how to unearth what your clients truly value while building trusting, career-long relationships.

### **The Five Crucial Keys to Sales Prospecting**

What's the single most important thing a salesperson does? Prospecting! It separates the good from the great. It's the reason 20 percent of sales reps do 80 percent of the business. But there is some bad news: prospecting has never been more difficult than it is today. Here's the good news: there are five key things you can do to overcome prospecting challenges, crush your natural fear of rejection and attract all the new clients you need. This presentation shows you how to generate new leads while developing an organized prospecting system. You will learn how to capitalize on your industry insights, problem-solving skills and thought leadership to become a business-generating machine.

### **What to Say to Get a Cold Prospect to Engage**

Salespeople are good at learning about features and benefits, but very few of them know how to actually grab a prospect's attention. How do you engage cold prospects in today's challenging sales environment? You need compelling language that captivates a prospect's imagination. You must quickly prove that you're a trusted adviser, a problem solver and an industry expert. This presentation helps sales practitioners develop business acumen and use it to engage cold prospects. You will learn how to leverage email, telephone calls and voicemail in a way that actually convinces prospects to call you back and listen to your proposal.

### **Self Marketing Power: Branding Yourself as a Business of One**

In order to get ahead, land a big client, or make a difference in the community, professionals need to establish and promote their "personal brands." Today's competitive marketplace is crowded and noisy, making it difficult to stand out. This presentation shows you the secrets of personal branding and how to become a celebrity in your own sphere of interest. You will learn three key philosophies of personal branding, eight rules of self marketing success, how to develop your own area of self marketing expertise and how to get better results from your networking efforts.

### **Sealing the Deal: How to Make the Close a Foregone Conclusion**

Winning the sales race requires the investment of time, effort and discipline, but that investment is made long before you ask for the order. Too many people believe that success in sales comes down to the closing, a magical time when a slick salesperson utters the most eloquent, carefully chosen words thus dazzling a spellbound buyer into helplessly making a purchase. That belief is simply false. If you're waiting until the close to win the deal, you've already lost. Good closers start at the beginning and ultimately make the close a foregone conclusion. This session will show you how to win more business by making the close an anticlimactic formality, just another step on the way to a sale.

## **Sales = Storytelling**

From civilization's earliest days, human beings have been captivated by stories. That's why high-producing sales pros effectively use stories to educate, persuade and reassure prospects. The key to making a winning sales pitch is to paint a picture in the prospective client's mind, to tell a good story. This humorous and story-filled presentation shows you how to increase profitability and speed up sales cycles through the art of storytelling: 1. What makes an effective sales story; 2. How to discover your company's most captivating stories; 3. When to use a story to disarm a hostile prospect or client; 4. How stories can save a deal about ready to die; 5. Why stories are the ultimate way to overcome objections. As a sales professional, you need to listen twice as much as you talk, which means you have to make it count when it's finally your turn to communicate. When you become a master storyteller, it becomes much easier to capture greater market share and improve sales per client!

## **Social Proof: How to Get Glowing Testimonials and Valuable Referrals**

Prospective clients can access social media reviews of your company with the simple click of a mouse, which means it's getting harder and harder to hide bad service and inferior products. Today's savvy buyers demand social proof! Prospects want hard evidence that you're a safe choice. Having testimonials from past clients and referrals from respected sources has never been more important. This presentation shows you how to maximize the power of testimonials and referrals. You'll learn who to approach, how to ask, what to say and how to capitalize on your testimonials and referrals once you have them. Social proof can literally be the difference between success and failure in today's ultra-competitive selling environment.

## **Goal-Based Networking: How to Turn Your Social Life into Profitable Relationships**

Networking has never been more important, yet most professionals don't do a great job of it. The successful professionals are the ones who cut through all the noise in today's frenzied world and find ways to build trusting relationships with clients, colleagues and persons of influence. Now is the time to get out and meet new people! This session will introduce you to "goal-based networking," a technique that sharply focuses your communication efforts. You will learn what to say, when to say it and to whom you should say it. You will learn how to synthesize social media with traditional networking. Once you master goal-based networking, your colleagues will be left wondering just how you became so well connected both locally and within your profession.

## **Selling to Goliath: How to Do Business with Major Corporations**

Have you ever heard the old saying, "the smaller the deal, the bigger the headache?" As often as not, the saying is true. That means it's well worth your time to prospect inside large corporations. But how do you get noticed and make the right contacts at companies with thousands of employees and multiple departments? This presentation will show you how break into *Fortune 1000* firms and turn them into your long-term clients. You'll learn about the types of people who work inside big companies, how to get past gatekeepers and what it takes to sell directly to C-suite executives.

## **Selling Saturdays: Blue Chip Sales Tips from College Football**

Let's face it...the sales profession in any industry is highly competitive even when times are good. But if you think your sales work is competitive, you wouldn't believe the marketing and selling skills that are necessary to build a championship football team! In this keynote presentation, award-winning author Jeff Beals shares the sales-and-marketing secrets he learned by interviewing legendary college football coaches such as Tom Osborne, Barry Switzer, Hayden Fry, Phillip Fulmer, Gary Barnett, John Cooper, R.C. Slocum and many others. You'll become more effective at marketing, selling and building interpersonal relationships by learning how famous coaches battle their competition in the brutally competitive race to sign the nation's most prized, blue-chip athletes.

## **Tons of Room at the Top: The Attitude & Altitude of Success**

A traditional motivational speech, this presentation shows you how to develop success-friendly attitudes and habits, so you can reach the pinnacle of human existence.

## **How to Hold Your Sales Team Accountable**

More than 90 percent of sales reps say “lack of accountability” is a major problem in their companies. Do you wish your company had a stronger “accountability culture?” The good news is that accountability does not have to be difficult, uncomfortable or even challenging. In today's sales environment, you can hold your team accountable in a way that helps your reps drive greater outcomes. In this session sales leaders will learn how to:

- Set and communicate expectations with a defined follow-through plan.
- Incorporate the sales rep into the accountability process to get their buy-in.
- Coach and mentor the sales rep through challenges and stumbling blocks.

## **Social Media & Sales Prospecting**

Social media has become an important form of prospecting, but many sales practitioners miss out on its benefits because they make three critical mistakes: 1. Sales reps expect too many results too soon because they hope social media is a magic bullet that will eliminate the need to call prospects on the phone; 2. Sales reps fail to establish their social “thought leadership” and use it to nurture prospects over time; 3. Sales reps believe prospects will make purchases just because the rep has a robust online presence.

This workshop teaches sales practitioners that the long-standing fundamentals of personal branding, networking and prospecting apply regardless of the communication medium used while at the same time explaining the unique and powerful benefits that come from a well-thought and properly executed social selling strategy. This workshop covers:

1. Personal branding and networking via social media
2. Building a Google trail
3. How to maximize LinkedIn, the most useful B2B selling platform
4. Facebook, Twitter and Google+
5. Thought leadership on social media
6. Content creation
7. Messaging: what works and what should be studiously avoided
8. Timing and scheduling

## **Kickoff Rallies & Annual Sales Meetings**

Many companies hold kickoff rallies or annual sales meetings each year. Typically, these meetings are filled with product-centric training sessions, PowerPoint slides and bleary-eyed sales reps wishing they were somewhere else. Jeff Beals energizes kickoffs, rallies and annual meetings for a wide range of companies around the world, helping sales teams bring new prospects into their pipelines, shorten sales cycles, increase average deal size, sell value so they don't have to compromise on price and generally get them motivated to crush their numbers in the next fiscal year.

## **Annual Goal-Setting Workshops**

Sales reps are historically lax when it comes to planning and thinking strategically. That's because they tend to be independent mavericks who like to “wing it.” However, research indicates that those reps who make a detailed plan and monitor it throughout the year, end up making substantially more commission revenue. As a professional sales trainer and consultant, Jeff Beals leads sales teams through an in-depth workshop that result in clear, quantifiable and measurable goals for the coming year. Even more important, each rep will also develop a personal business plan and prospecting strategy that will guide them to their goals.

## **Sales Prospecting Master Class**

This in-depth workshop gives sales reps and their managers a step-by-step guide to prospecting as well as actual language you can use to engage prospective clients as soon as you return to your office. You will learn how to define and find your ideal prospects, develop sales language that allows you to confidently engage cold prospects, and leverage email/voicemail to your advantage. Most importantly, this master class will help you develop a prospecting mindset that allows you to overcome call reluctance and sell more confidently. The program is offered in both half-day or full-day formats. Either way, it will show your sales team how to turn cold prospects into paying clients using these key learning objectives:

1. How to plan and prioritize your prospecting efforts to increase sales volume and maximize your commission per sale
2. Develop a confident mindset that turns you into a proactive prospector who can overcome call reluctance
3. Define your ideal prospects and determine the best place/way to find them
4. How to quickly capture prospects' attention so they actually listen to your message
5. Develop selling language that allows you to confidently engage new prospects and gain commitments needed to advance the relationship
6. How to seamlessly integrate social selling with traditional prospecting methods
7. Employ email, telephone and voicemail language related to your offerings that resonates with your prospects
8. Create valuable relationships with gatekeepers and turn them from obstacles to allies
9. Most importantly, you will learn how to fill your pipeline and exceed your targeted sales goals!