

THE SALES HUNTER

MARK  HUNTER



**KEYNOTE
OVERVIEW**





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ABOUT MARK HUNTER

Mark Hunter, CSP, “The Sales Hunter,” is recognized as one of the top 50 most influential sales and marketing leaders in the world. He is author of **“High Profit Prospecting,” “High-Profit Selling”** and **“A Mind for Sales,”** to be released early 2020.

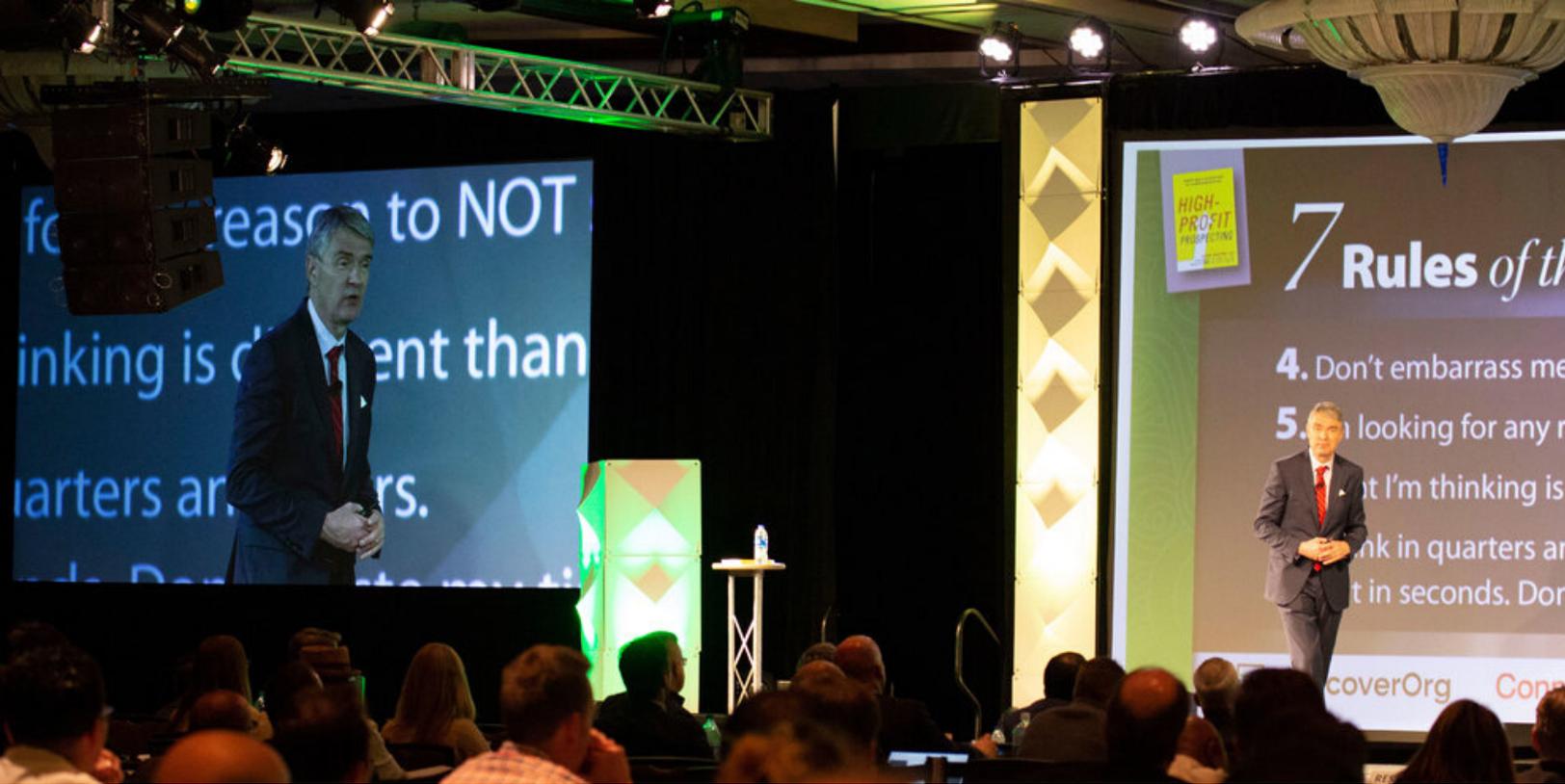
For over 20 years, Mark has been helping companies identify better prospects, close more sales and profitably build more long-term customer relationships. He is best known for his energetic presentation style and ability to authentically engage sales leaders.

Mark has received the distinguished Certified Speaking Professional designation from the National Speakers Association; a designation only given to a small percentage of NSA speakers.

Mark brings a guiding leadership presence to over 50+ events and thousands of people he delivers programs to each year. He has the ability to seamlessly blend real life success stories to bring tangible results in the areas of sales, prospecting, pricing, and leadership.

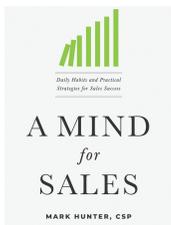
Mark has taken his message to nearly 30 countries on 5 continents. Regardless of the country or the company, people leave with strategies they can use immediately.

Prior to becoming a sought after sales speaker, Mark spent 15+ years driving success in three Fortune 200 companies in both sales and marketing roles. Mark's extensive corporate experience allows him to connect at a higher level with corporate leaders and teams.

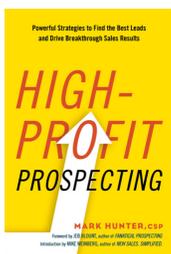


KEYNOTE TOPICS

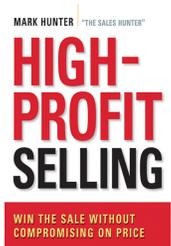
Mark inspires you to close the sale faster and at a higher price while allowing your customers to achieve what they didn't think was possible.



A MIND FOR SALES :
Daily Habits and Practical Strategies for Sales Success



HIGH PROFIT PROSPECTING :
Driving Breakthrough Results



HIGH PROFIT SELLING :
Eliminating the Need to Discount



SALES IS LEADERSHIP :
Leadership Is Sales



A MIND FOR SALES

This keynote is based on Mark's newest book, '*A Mind for Sales: Daily Habits and Practical Strategies for Sales Success.*' You are your best asset and you, too, can achieve a higher degree of success in sales regardless of where you are at today.

ATTENDEE OUTCOMES

- Know the true meaning of selling with integrity and to create it
- Understand the power of Monday and making the most of it
- Know the role your mind plays in how you see opportunities
- Understand the value of your network and how to build one
- Be seen as a partner, not as a vendor or supplier
- Understand not all customers are alike and how to focus on the best
- Put sales myths to rest
- Eliminate time wasters that keep you from selling more
- Know the value of "CFT" Customer Facing Time
- Learn the art of self coaching and taking control of your success

SAMPLE OF KEY TOPICS COVERED

- Your Attitude Toward Prospecting
- Measuring the Prospecting Process
- Developing the Prospecting Process
- Engaging Your Prospect
- Using Multiple Tools to Reach a Prospect
- Leveraging Referrals
- Managing Yourself
- Assessing Existing Prospecting Methods
- Defining Your Perfect Proposal
- Refining Your Communication Process
- Reaching the C-Level Person

**WHO WILL BENEFIT?
COMPANIES, SALES TEAMS, ASSOCIATION AUDIENCES**

bookmark@charlotteraybourn.com
(913) 890-3246



HIGH PROFIT PROSPECTING

This keynote is based on Mark's best selling book, '*High Profit Prospecting: Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales.*' Mark's keynote helps salespeople find and retain high-profit prospects.

ATTENDEE OUTCOMES

- Confidence and action steps to fill your pipeline
- Stay excited and motivated about prospecting
- Learn how to measure and assess your existing prospecting process
- Refine your communication process and timing
- Engage your prospect to uncover true needs
- Know the difference between a suspect and prospect
- Turn the gatekeeper into a door opener
- Reach C-Level Executives
- Learn how to leverage referrals
- Keep your prospect engaged
- Learn how to re-engage the prospect that has gone silent

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HIGH PROFIT SELLING

This keynote is based on Mark's best selling book, '*High Profit Selling: Win the Sale Without Compromising on Price.*' Mark's keynote helps organizations eradicate poor pricing behavior to drive top line sales and bottom line profits.

ATTENDEE OUTCOMES

- Understand low pricing is not a sustainable competitive advantage
- Know the reality of a discount and price increase
- Learn the concept of value equation
- How to find value and build added value the customer will pay for
- Understand value propositions
- ROI-driving presentations and solution saving
- How to do a cost conversion assessment
- The ROI of sales
- How to ask profit/outcome focused questions
- Learn the rules of pricing
- Learn how to deal with purchasing departments

SAMPLE OF KEY TOPICS COVERED

- Low pricing is not sustainable
- Risk Factor Worksheet
- $C+C=C=O=P$
- Value Equation
- Value Propositions
- ROI Driven Presentations
- Solution Saving-The ROI
- Rules of pricing
- Pricing excuses
- Cost Conversion Assessment
- Profit and Outcome Focused Questions

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SALES IS LEADERSHIP. LEADERSHIP IS SALES

This keynote drives home the belief that the salesperson who acts like a leader will indeed be seen as a leader and develop better customers. Mark's program will help you develop and maintain this leadership mentality to positively impact the bottom line.

ATTENDEE OUTCOMES

- Develop the confidence of a leader which will naturally command success
- Learn how to use influence and impact to create legacy outcomes
- Know how to self motivate and not rely on others to do it for you
- Use "sales leadership" to open up new opportunities

SAMPLE OF KEY TOPICS COVERED

- Leadership assessment
- Learn how motivation is not something others do for you
- Learn how to use influence and impact
- Create your legacy outcomes
- Understand how to use "sales leadership" to open new opportunities
- Leverage existing and new accounts using leadership strategies
- Hear leadership stories and implement leadership strategies
- Create lasting change on your team and in your life
- Dramatically and positively impact your bottom line
- Gain role clarity and industry clarity to avoid mistakes competitors make

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DETAILS FOR YOUR EVENT

Use the following guidelines and resources to help plan and run your event.

APPROVED SHORT BIO

Mark Hunter, “The Sales Hunter,” is globally recognized for his expertise in sales leadership. He specializes in business development and guiding organizations to find and retain high-quality prospects without discounting their fee. His ability to inspire sales teams to create self-motivating and integrity driven cultures, makes Mark Hunter a highly sought-after keynote speaker, consultant and coach. Mark has taken his vision for sales leadership to more than 25 countries and 5 continents where he leads and consults with companies ranging from small startups to global giants.

SUGGESTED PLATFORM INTRODUCTION

Mark Hunter, CSP, “The Sales Hunter,” is recognized as an expert in sales, leadership and profitability. He is author of “High-Profit Prospecting” and “High-Profit Selling: Win the Sale Without Compromising on Price.” He is also co-founder of OutBound, the only sales conference focused 100% on outbound selling.

His book, High-Profit Prospecting was recently named to the list of “Top 100 sales books of all time.” Selling Power just named him one of the “leading sales consultants for 2018” and is named as one of the “Global Top 30 Gurus in Sales.”

Since 1998, Mark has conducted thousands of training programs and keynotes on sales and leadership. He is best known for his ability to motivate and move an organization through his high-energy presentations. He has received the Certified Speaking Professional (CSP) designation from the National Speakers Association, a designation given to a small percentage of NSA speakers. Mark spent more than 15 years in the sales and marketing divisions of three Fortune 200 companies. During his career, he led many projects, including the creation of a new 200-member sales force.

This level of experience is at the core of every program he delivers to thousands of people each year in the areas of sales. As a speaker, he has shared the stage with Seth Godin, Tony Robbins, Arianna Huffington, Simon Sinek and others. Clients appreciate his engaging style and specific strategies that yield measurable outcomes. Each year he delivers 100+ programs around the globe. Mark makes his home in Omaha but today his home is here with us. Please welcome, Mark Hunter, “The Sales Hunter.”



DETAILS FOR YOUR EVENT

Use the following guidelines and resources to help plan and run your event.

KEYNOTE AND AV REQUIREMENTS

Computer, Projector, and Screen: Mark prefers running the presentation from his MacBook Air and travels with all necessary cords to fit into any system. Presentations are in a 16:9 display ratio. If necessary, presentation can be run from the client's computer via a thumb drive.

Microphone and Audio: Mark requires a wireless microphone connected to a high-quality audio system that will allow him to roam the entire stage and enter the audience when appropriate. For larger engagements, Mark will use a video intro, which if used, will be discussed ahead of time.

No Podium: Mark prefers no podium on the stage. If one must be present, he prefers it to be placed to the side, allowing maximum stage space.

Confidence Monitor and Countdown Clock: Mark prefers both but neither are a requirement.

Internet Access Not Required: Not needed.

Sound / PowerPoint Check: Mark is flexible to fit the needs of the meeting.

Introduction: Prior to the presentation, Mark will meet with the individual doing introductions to ensure they are comfortable with the process. A high-energy intro video is available to either replace or supplement the person doing the introduction.