



Keynote Speaking Topics & Outcomes

High-Profit Prospecting: Driving Breakthrough Results

Who will benefit from this program?

Companies and Sales Teams

Association Audiences

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| Organizations struggling with prospecting and keeping a sales pipeline full. | Members who are going through challenging times finding new business in their industry. |
| Excellent “sales kick-off” program to help prepare and motivate sales team for what needs to be done. | Fits well for business owners with smaller sales teams and struggling to make their sales efforts efficient. |

This keynote is based on Mark’s best-selling book, **High-Profit Prospecting – Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results**. The quest for leads and prospects is a never ending battle. Salespeople are quick to blame everything but themselves for their own shortcoming when it comes to prospecting. In this keynote, Mark will equip your team with strategies they can use immediately. Attendees will leave the session believing they can fill their pipeline with the right prospects and, better yet, they’ll leave with specific steps they need to do to make it happen.

Sample of Key Topics Covered:

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





Sales is Leadership. Leadership is Sales.

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| Sales meeting that includes marketing presentations or company-focused initiatives where organizational change is needed | Best for a diverse audience where numerous topics are presented |
| Excellent for sales teams that are demotivated or seen as struggling | Fits well for events needing to attract senior level people to conference |

This program is based on the belief that a salesperson who acts like a leader will indeed be seen as a leader and will develop better customers. Developing this leadership attitude across an entire sale team can have dramatic positive impact on the bottom line. Too many salespeople don't understand their role. They see it as selling a product or a service – when in fact the sales rep's role is to show the prospect what is changing in their industry, strategies they can deploy to avoid mistakes that their competitors are making and be a true partner, rather than a vendor. In this program, Mark Hunter, CSP, "The Sales Hunter," gets up close with personal leadership stories that pull people in and create lasting change.

Sample of Key Outcomes Covered:

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| Why being seen as a leader is essential if they expect their customers to see them differently | Attendees will learn how to use influence and impact to create legacy outcomes |
| Attendees will see how motivation is not something others do for them, but what they do for themselves | Attendees will understand how to use "sales leadership" to open new opportunities with existing accounts and new accounts |





The Insanity of Discounting Your Price

Who will benefit from this program?

Companies and Sales Teams

Association Audiences

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| Companies and sales teams relying too frequently on price discounts to close deals | Members in commodity or price sensitive industries |
| Perfect for sales team that operate in a commodity or price sensitive industry | Global audiences that compete in a wide number of markets where price is viewed differently |

Whether your team is discounting too much, struggling to implement a price increase or facing other pricing challenges in today's economic landscape, Mark Hunter, CSP, "The Sales Hunter," is the foremost thought leader in helping organizations eradicate poor pricing behavior and drive top line and bottom line profits. In this program, Mark discusses why discounting your price is not a sustainable strategy. In fact, it's not even a viable quarter-end strategy.

Sample of Key Topics Covered:

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| Low pricing is not a sustainable competitive advantage | $C+C=C=O=P$ |
| The Reality of a Discount/Price Increase | Value Equation |
| Finding Value/Building "Added Value" Benefits | Value Propositions |
| Risk Factor Worksheet | ROI Driven Presentations |
| Cost Conversion Assessment | Solution Saving-The ROI |
| Profit and Outcome Focused Questions | Rules of Pricing |
| Responding to Common Pricing Issues | Pricing Excuses |

