



# THE SALES HUNTER



Based in  
Dallas, TX

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Updated May 24, 2024

## KEYNOTE DESCRIPTIONS

A MIND FOR SALES | HIGH-PROFIT PROSPECTING | SALES IS LEADERSHIP | HIGH-PROFIT SELLING

### 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:

- Knowing the true meaning of selling with integrity and to create it
- Knowing the role your mind plays in how you see opportunities
- Understanding not all customers are alike and how to focus on the best
- Eliminating the time wasters that are keeping you from selling more



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### HIGH-PROFIT PROSPECTING - DRIVING BREAKTHROUGH RESULTS

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.

"The Sales Hunter," in his fast-paced and engaging style, will have everyone assessing what they've been doing. More importantly, he will equip them with strategies they can use immediately! With Mark Hunter as your keynote speaker, you get content and motivation. It's why he's shared the platform with such prominent speakers, including Seth Godin, Tony Robbins, Gary Vaynerchuk, Simon Sinek and others.

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.

#### Additional resources you may wish to include for your audience:

- High-Profit Prospecting book
- High-Profit Prospecting workbook
- High-Profit Prospecting video series



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### HIGH-PROFIT PROSPECTING - DRIVING BREAKTHROUGH RESULTS

(cont.) **Sample of subjects covered:**

- Your Attitude Toward Prospecting
- Assessing Your Existing Prospecting Methods
- Measuring the Prospecting Process
- Who is Your Perfect Prospect
- Developing the Prospecting Process
- Refining Your Communication Process / Timing
- Engaging Your Prospect
- The Value of You to Your Prospect
- Suspect vs. Prospect
- Building Value from Their Needs
- Using Multiple Tools to Reach Your Prospect
- Getting Past the Gatekeeper
- Reaching the C-Level Person
- Referrals
- Keeping the Prospect Engaged
- Re-Engaging with a Dormant Prospect
- Managing Yourself / Staying Motivated to Prospect



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### HIGH-PROFIT PROSPECTING - DRIVING BREAKTHROUGH RESULTS

(cont.) *Who will benefit from this program?*

#### Companies/Sales teams:

- Organizations struggling with prospecting and keeping the sales pipeline full.
- This program is an excellent “sales kick-off” program as it will help to prepare and motivate the sales team for what needs to be done.

#### Association audiences:

- Excellent for associations who have members that are going through challenging times in their industry finding new business.
- This program also fits well for audiences of business owners who have small sales teams and are struggling to make their sales efforts more efficient.



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### SALES IS LEADERSHIP, LEADERSHIP IS SALES

This program is based on the belief that the 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 pulls people in and creates lasting change.

#### Attendee outcomes:

- Attendees will understand why being seen as a leader is essential if they expect their customers to see them differently and have greater respect for them.
- 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 see how to use “sales leadership” to open up new opportunities with existing accounts and new accounts.



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### SALES IS LEADERSHIP, LEADERSHIP IS SALES

(cont.) *Who will benefit from this program?*

#### Companies / Sales teams:

- This program serves well for a sales meeting that will include marketing presentations or other company focused initiatives where the organization change is expected.
- Excellent for sales teams that are demotivated or are seen in the marketplace as struggling to find their place.

#### Association audiences:

- Excellent for association events that will have a diverse audience and numerous different topics will be presented.
- Fits well with association events that need to attract senior level people to the conference.



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### THE INSANITY OF DISCOUNTING YOUR PRICE, A.K.A. HIGH-PROFIT SELLING: ELIMINATING THE NEED TO DISCOUNT

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. Discounting your price is not a sustainable strategy, in fact it's not even a viable quarter-end strategy.

#### Sample of issues covered:

- 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 / Outcome Focused Questions
- Rules of Pricing
- Responding to Common Pricing Issues
- Pricing Excuses
- Dealing with a Purchasing Department



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### THE INSANITY OF DISCOUNTING YOUR PRICE, A.K.A. HIGH-PROFIT SELLING: ELIMINATING THE NEED TO DISCOUNT

(cont.) *Who will benefit from this program?*

#### **Companies / Sales teams:**

- Companies and sales teams that have relied on price discounts to close deals too frequently.
- Perfect for sales teams that operate in a commodity or price sensitive type of industry.

#### **Association audiences:**

- Excellent for associations that have members in commodity or price sensitive types of industries.
- Great program for audiences that work globally and have to compete in a wide number of global markets where price is viewed differently.





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## WORKSHOP DESCRIPTIONS

PRICING CHALLENGES | LEADERSHIP | ACCOUNT MGMT. | PROSPECTING | NEGOTIATION

### OVERVIEW

*What outcome do you require?*

Mark Hunter is highly committed to getting at the core of your company's challenges. Below are examples of some workshops Mark can customize to your selling situations and industry:

- Pricing Challenges
- Leadership
- Account Management
- Prospecting
- Negotiation



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## WORKSHOP DESCRIPTIONS

PRICING CHALLENGES | LEADERSHIP | ACCOUNT MGMT. | PROSPECTING | NEGOTIATION

### PRICING CHALLENGES

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 is the foremost thought leader in helping Fortune 500 organizations eradicate poor pricing behavior and drive top line and bottom line profits.

#### Sample table of contents from a full-day workshop on pricing:

- Low-Pricing is Not a Sustainable Competitive Advantage
- L2/T/S3
- $C + C = C = O = P$
- The Bottom-Line
- Pricing is Biggest Profit Lever
- The Reality of a Discount / Price Increase
- Value Equation
- Each Price Increase Requires Two Sales
- Finding Value / Building "Added-Value" benefits
- Perceived Benefits
- Value Propositions
- Risk Factor Worksheet
- ROI Driven Presentations
- Cost Conversion Assessment
- Solution Saving – The ROI from using Pall
- Profit Questions
- Rules of Pricing
- Timeline



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### **PRICING CHALLENGES**

**Sample table of contents from a full-day workshop on pricing: (cont.)**

- Pricing Execution Worksheet
- Responding to Common Pricing Issues
- Pricing Excuses
- Dealing with a Purchasing Department
- Rules for Handling an RFP
- Action Plan



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### LEADERSHIP

Organizations do not need more management. They need more leadership. Too many companies fail to embrace the positive impact effective leadership can have not only on profits, but also on employee success. Too many salespeople don't come close to realizing their potential, because they are not receiving the support they need. The solution is in having strong leaders who can guide the team a much higher level of success.

#### Sample table of contents from a full-day workshop on leadership:

- Sales is Leadership / Leadership is sales
- Impact of Sales Leadership on the Top-line and the Bottom-line
- Role of the Sales Leader
- Managing vs. Leading
- Self-Coaching
- Leadership Goals
- Establishing Expectations
- Measuring Performance
- Balancing Time / Handling the Workload
- Motivating Strategies
- Coaching
- Leading the High-Performer
- Leading the Low-Performer
- 4-legged Sales Calls
- Development Process
- Running a Sales Meeting
- Leading the Quarter / Year-end Push



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PRICING CHALLENGES | LEADERSHIP | ACCOUNT MGMT. | PROSPECTING | NEGOTIATION

### ACCOUNT MANAGEMENT

It is shocking how many times organization leave money on the table! Account management is so much more than just checking in with clients. For an account manager to succeed in any economic environment, they MUST have a specific plan and a purpose. That plan includes being a thought leader, an industry expert and even part future teller. Your ability to help clients solve existing and future problems will be the differentiating item that will gives your team a competitive advantage.

#### Sample table of contents from a full-day workshop on account management:

- Sales is Leadership / Leadership is Sales
- Role of the Account Manager
- Customer Expectations of an Account Manager
- Internal Issues an Account Manager Faces
- Being Organized as an Account Manager
- Time Management and the Demands of the Customer
- Understanding the Customer
- Developing Multiple Levels of Relationships with a Customer
- Knowing the Customer's Position in the Marketplace
- Developing Goals for the Account
- Using Your Resources to Achieve Your Goals
- Leveraging the Customer's Customer
- Leveraging the Customer's Position in the Marketplace
- Triangle of Needs
- Questioning and Listening
- Developing a Presentation
- When to use and When Not to Use a Presentation



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PRICING CHALLENGES | LEADERSHIP | ACCOUNT MGMT. | PROSPECTING | NEGOTIATION

### ACCOUNT MANAGEMENT

Sample table of contents from a full-day workshop on account mgmt.: (cont.)

- The Sales Call
- Delivering a Presentation
- Handling Objections
- Selling to a Committee
- 4-legged Selling
- Selling without the Sales Call
- Using the Phone to Sell
- Using the Internet (PP / Video / etc.) to Sell
- Closing the Sale
- Closing Techniques
- Follow-up After the Call
- Using Your Customer Service Department to Help Sell
- Dangers of the Professional Buyer
- Account Management Best Practices
- Alternative Strategies to the Traditional Sales Call
- Maintaining Your Records
- Building Long-term Value with the Customer
- Selling Strategically
- Responding to the Crisis
- Handling Customer Issues
- Being Seen as the Account Manager the Customer Can't Live Without
- Annual Planning Process
- Balancing the Workload Across Multiple Key Accounts
- Integrity / Dealing with Confidential Information with the Account
- Positioning Yourself for Long-term Success



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## WORKSHOP DESCRIPTIONS

PRICING CHALLENGES | LEADERSHIP | ACCOUNT MGMT. | **PROSPECTING** | NEGOTIATION

### PROSPECTING

Prospecting issues are simply the result of other issues. Primarily, a sales force knows what to do but not how to do it. This ultimately impacts their confidence. Giving the sales force the tools, strategies and verbiage to have difficult conversations will drive confidence – and this leads to actions that lead to results.

#### Sample table of contents from a full-day workshop on prospecting:

- Your Attitude Towards Prospecting
- Role of Prospecting in the Sales Cycle
- Assessing Your Existing Prospecting Methods
- Defining What You Want Prospects to Do
- Measuring the Prospecting Process
- Why Should People Buy from You?
- Who is Your Perfect Prospect?
- Creating a Client Profile
- Identifying Where are Your Prospects
- Gathering Contact Information
- Developing the Prospecting Process
- Creating the Time of Day
- Your Communication Process / Timing
- Leveraging the Calendar / Time of Year
- Engaging Your Prospect
- The Value of You to Your Prospect
- Engaging the Prospect
- Suspect vs. Prospect
- Building Value from Their Needs
- Ranking Your Prospects



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### PROSPECTING

**Sample table of contents from a full-day workshop on prospecting: (cont.)**

- Optimizing Your Time
- Using Multiple Tools to Reach Your Prospect
- Email
- Voicemail
- Phone
- Text Message
- Social Media
- LinkedIn
- Media as a Prospecting Tool
- Following Up
- Getting Past the Gatekeeper
- Reaching the C-level Person
- Trade Groups / Associations
- Referrals
- Networking
- Keeping the Prospect Engaged
- Agreeing on Next Steps
- Giving the Client an Out
- Validating the Need
- Setting Up a "Drip Campaign"
- Re-engaging with a Once Dormant Prospect
- Managing Yourself / Staying Motivated to Prospect





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## WORKSHOP DESCRIPTIONS

PRICING CHALLENGES | LEADERSHIP | ACCOUNT MGMT. | PROSPECTING | **NEGOTIATION**

### NEGOTIATION

There are a plethora of challenges when it comes to negotiating, but two stand out as the primary culprits that lead to failure. The first is simply not being prepared, and the second is not having confidence in your price. Focusing upon your client's desired outcomes diminishes their need to negotiate. Preparation is key to giving the sales force the power and confidence to ensure any negotiations end favorably for both the client and the company.

#### Sample table of contents from a full-day workshop on negotiating:

- Know When to Buy / Sell / Negotiate
- Rules for Negotiating
- Creating Personal Confidence
- Universal Body Language
- The Three Ts of Negotiating
- Creating Bigger Solutions
- Building and Leveraging the Needs
- Assigning a Cost Factor
- Variables / Negotiable Items
- Variables / Negotiable Items Worksheet
- Negotiating Strategies
- Specific Negotiating Strategies
- Contracts
- Contract Strategies
- Negotiation Techniques: Commonly Used Tactics
- Negotiation Tactics Worksheet
- Negotiation Checklist



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### **NEGOTIATION**

**Sample table of contents from a full-day workshop on negotiating: (cont.)**

- Dos of a Successful Negotiation
- Don'ts of a Successful Negotiation
- Negotiating Checklist
- Negotiations Outcomes
- Action Plan
- 1% CIP