

## Building Relationships Your Competitors Can't Steal

Chris Lytle's promise is a bold one: His sessions contain more usable information per minute than any sales seminar you've ever attended. He's noted for cramming his presentations with immediately applicable information. This is a superb opportunity to differentiate your salespeople in a crowded marketplace.

From the seminar outline:

- **The missing metrics: 3 key measurements that every salesperson needs to track**
- How the selling mindset has evolved and what that means to you
- **How to determine the strength of your current business relationships**
- Using "The Chart" as a roadmap to your next level of sales professionalism
- **3 powerful new ways to think about closing sales**
- Embracing the three secrets of sales success
- **Using these zero pressure closes to secure sales and strengthen business relationships**
- Avoiding these 10 buyer dislikes to immediately differentiate yourself
- **Performing "Sales Pipeline Angioplasty" to get stalled deals moving and dead deals out of your pipeline**
- Using "The Magic Question" to quickly determine who are the true prospects and who are the information seekers
- **How to answer the buyer's five unasked questions early in the meeting and instantly differentiate yourself from the competition**
- Earning the trust and respect that are the basis of solid relationships
- **Becoming less vulnerable to being commoditized and having business stolen on price.**

. . . and much more

Chris Lytle has turned on the lights and brought greater "job clarity" to hundreds of thousands of salespeople on four continents. While he's never billed himself as a motivational speaker, you will leave this session energized and ready to implement new strategies with your advertisers.

**Bio:** Chris Lytle is the best-selling author of *The Accidental Salesperson* and *The Accidental Sales Manager*. His books consistently earn 5-star review on Amazon. He has influenced broadcast salespeople and their managers on three continents with his practical, doable, revenue-generating strategies. His mission: *Making successful people even more successful*. His mantra: *Education without action is entertainment*. Expect a dozen or more immediately applicable ideas from his sessions.