

Sales Accelerator Series

Driving Effective Sales Conversations & Closing More Deals

June 8th, 1- 2PM EDT. [Sales Accelerator Webinar Series](#)

What You Will Learn

Discover how using a sales playbook creates impactful conversations that improve results.

The biggest opportunity for improving sales performance is to enable more effective conversations, not automate the sales process. You do this by...

- Asking the right questions, to the right people, at the right time
- Talking about your products or services in a way that communicates the relevant value that is meaningful to your customer
- Responding to objections in a way that actually advance your sales conversations

Although CRM systems primarily automate the sales process; they do little to improve effective sales conversations. This webinar teaches you how to use a sales playbook to fill this critical gap.

We will cover:

- What are key elements of a successful sales playbook
- How you can improve sales team performance by implementing a sales playbook
- How you can implement a sales playbook on top of your existing CRM system to fill the sales performance gap

How You Will Benefit

You will learn how using a sales playbook will jump start your sales performance and achieve measurable results like:

- Reduce sales call preparation time and compress the sales cycle
- Utilize an industry specific question bank to improve sales conversations
- Quickly communicate the immediate value proposition of your products for unique audiences
- Turn objections into selling advantages

Who Should Attend:

- VP/Director/Managers of Sales
- National Account Managers
- Sales Operations Managers
- Sales Professionals
- Inside Sales Professionals
- CIO
- CFO
- CMO
- VP/Director/Managers of Marketing
- CRM Managers



Convert Contacts to Contracts



IT Effectiveness & User Adoption Consulting

Where & When

June 8th, 2010 1-2PM EST

Register at [Sales Accelerator Webinar Series](#)

FEATURED PRESENTERS

David Gross, President, 2 Comma Sales

David Gross is founder & President of 2 Comma Sales. He has over 25 years of success in sales excellence working as an account executive with multiple global corporations. He is a leading expert in helping companies create and sustain business excellence, often times through assisting in the focused, redeployment of existing resource talent and capabilities within the company, rather than the addition of new resources.

Contact David: davidgross@2commasales.com or 800-951-7011.

Jason Whitehead, President, Tri Tuns

[Jason Whitehead](#) is founder and President of Tri Tuns, LLC, an organizational effectiveness consultancy specializing in driving and sustaining effective user adoption of IT systems to help clients actually achieved measurable business benefits from their technology investments. He has helped organizations such as Texas Instruments, AT&T, Bell South, BP, Nissan, Sabre Holdings, Kimberly-Clark, American Re-Insurance, Union Planters National Bank, the Defense Logistics Agency, and the National Institute of Health Federal Credit Union (NIHFCU) adopt new technology and improve the overall effectiveness of their front-office operations.

Contact Jason: jwhitehead@trituns.com or 703-652-0887.

Sponsored By:

2 Comma Sales

2 Comma Sales specializes in tailoring sales best practices and productivity tools to meet specific company needs. We provide the highest level of service to our select, prestigious clients. We have developed and implemented national sales programs and tools used by sales teams such as DuPont, LexisNexis, and XO Telecommunications.

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Tri Tuns

Tri Tuns, LLC is an IT and Organizational Effectiveness consulting company specializing in driving and sustaining effective user adoption of IT systems. We work at the intersection of technology, process, culture and people to help clients actually achieved measurable business benefits from their technology investments. Tri Tuns combines advanced technology implementation expertise with advanced knowledge of organization development and employee engagement techniques to effectively drive desired user behavior. www.TriTuns.com