

# 2019 Sales Training Topic Ideas

**Unleash your sales team’s potential with customized, modern, on-brand training. Get ready to drive revenue with authentic, customer-centric, modern selling skills.**

High-achieving sales professionals articulate a distinctive message, clearly communicate brand and its unique value, and make next steps effortless for customers. And that is exactly what you and your colleagues will do when you collaborate with SpeakerSue – Sue Hershkowitz-Coore.

You can feel confident your group will be fully engaged, have fun and learn fresh skills they’ll apply immediately. SpeakerSue customizes every workshop and keynote to ensure it’s practical, specific and meaningful. Just select the topic your associates most need for success. Then, based on your specific initiatives, brand DNA, and sales goals, Sue designs your bespoke sales communication workshop.

**Here are some topic ideas to help you envision your training results:**

## Power Sales Writing

(Half-day – Two days)

Create the best customer experience in every communication from the “introductory” email to after the business is converted. Use email and other e-channels as an exciting, differentiating strategic selling tool. Use digital to help buyers feels safe and smart selecting your offer.



## Exceptional Proposal Writing

(One – two days)

Create the chance for buyers to want to advance the sale with you. Make the short list and advance the sale! Tell your story in a polished, persuasive manner even when the only tool is virtual.

“...Where I think you have really excelled is helping us in the ACTUAL real life writing and presenting process. ...I see a big difference, so I know they are actually implementing what you say and I see it helping close bookings weekly.”

Sharon Byrne,  
Director of Global Sales  
Australia – Langham  
Hospitality Group

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## Accelerating Sales Skills: Developing Business and Converting Leads to Booked Business (One - two days)

Develop and reinforce smart, authentic, persuasive, proactive and reactive sales skills, including how to:

- Develop new business through prospecting “cold,” social and F2F
- Use buyer personalities and needs to develop rapport
- Articulate value and create distinctive messaging
- Uncover and manage “objections”
- Use insight-based questioning to build, sustain and cement profitable business relationships
- Apply sales disciplines to create success

“Thanks for leading an energizing and productive session with my leaders.”

Mark Martens,  
Chief Revenue  
Management Officer,  
The Americas

## Advanced Sales Strategies (Two days)

Master the art and science of being AUTHENTICALLY persuasive to increase sales ratio, including how to:

- Boost strategic positioning within existing accounts
- Accelerate and redefine negotiating skills
- Move the business relationship from supplier to trusted business partner
- Deliver high stakes presentations\*

\*Individualized coaching is included in this advanced training.



## Networking Success: Stress-free Engagement Strategies (Half - full-day workshop)

Whether introvert or extrovert, networking can be a chore. Within a few seconds you not only have to engage another but quickly motivate that stranger to care enough about the potential for a mutually beneficial relationship that they continue talking. Now, throw in a room full of competitors wanting to do the same! Learn to play to your strengths to convey confidence, enthusiasm and respect.

Boost professionalism, save time and make a positive impression when relationship-building by:

- Communicating relevance and authenticity immediately
- Developing intriguing, back-pocket, insight-based questions
- Using NLP strategies to put the other person at ease
- Strategically organizing your networking approach for seamless follow-up

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## High Impact Presentation Skills

(One - two days)

Tell your story with impact. Prepare for added success by applying a framework for the most compelling presentation/conversation. Show insight, attention to detail, care and a deep level of understanding to ensure your prospective client feels confident taking the next step forward.

- Two day workshop includes video taping, skills check and personalized coaching.

## Communicating When Strangling Isn't an Option!

(60 min keynote; half - full day workshop)

When you can't scream, scratch or strangle, you can elevate the conversation and win. Understand and apply interpersonal skills to defuse difficult situations, calm hostile and negative people and enable productivity, professionalism and progress.

"Thanks to you, the clients feel the excitement we have through all our emails. You were an awesome teacher and I'm so glad I had the honor to learn from you."

Li-Ling Li, Senior Catering Manager,  
Loews Santa Monica Beach Hotel

"I had the pleasure of experiencing your sales writing training ... I can truly say that your insight and direction changed the way that I communicate with clients and has had an impactful, positive effect on my sales. Thank you for what you do!"

Katherine Lansbury,  
The Ritz-Carlton, Washington, DC

## Advanced Communication Skills (90 mins - full day)

Whether negotiating or answering challenging questions, you can perform at your best only by understanding the principles of persuasion and influence (oh, and with lots of practice!). When dealing F2F and especially when stakes are high, these non-intuitive communications skills enable a calm, thoughtful approach ensuring best conversations, smarter business decisions and the most successful outcomes.

## Return on Investment You Can Depend On



### After training, clients report:

- 98% of all participants feel better prepared to authentically communicate their unique brand message
- 65% book business or have new business entering their pipeline as a direct result of attending training
- 93% would recommend the training to their international colleagues