



## How to Market & Sell in **BRUTALLY**

# COMPETITIVE ENVIRONMENTS

An entertaining and motivational presentation for the sales team, the executive team or the office team

Today's marketplace is simultaneously the best and worst in the history of human civilization. It's the best because untold and unprecedented opportunity awaits savvy and sharp-eyed professionals. It's the worst because there has never before been a market so loud, crowded and full of competing distractions jockeying for your clients' attention. In this presentation, award-winning author Jeff Beals shows you how to unearth what your clients truly value while building trusting, career-long relationships.

Whether the economy is booming or times are tough, one thing is constant: in today's chaotic business climate, quality products and attentive customer service are no longer enough. Talent and hard work are no longer enough either. In a world that is both commoditized and ferociously

competitive, successful individuals and organizations beat the competition by standing out in a crowd and by building better relationships.

### During this speech, you will learn how to:

- Build trusting relationships with current and prospective clients
- Determine what people genuinely value
- Become an "opportunity detective"
- Ask probing questions that actually get results
- Express what unique advantage you and your company deliver to clients in a way that captures their interest
- Stay motivated in a combative climate
- Keep it all in perspective so you are free to flourish

**After this presentation, you'll be ready to pick up the phone, hit the streets and sign big deals!**



## Schedule Your Presentation Today

[info@jeffbeals.com](mailto:info@jeffbeals.com) • 402.637.9300 • [JeffBeals.com](http://JeffBeals.com)

This presentation is available in both keynote and workshop formats.