



Denise Lee Yohn Program Description

What Great Salespeople Do

If you're worried about how the role of sales and selling is changing, you need to know what the best salespeople do to succeed in this new business environment.

Brand expert Denise Lee Yohn shows you that **great salespeople do what great brands do**. She explains how to innovate -- not imitate, how to create extraordinary experiences that embody your brand, and how to cultivate strong, emotional connections with customers. She'll inspire the audience to engage with clients in new ways that cut out competitors and create long-term business success.

Your franchisees will learn:

- Why a new sales approach is needed now more than ever
- The seven actions all great salespeople take to win more valuable customer relationships
- How the best salespeople operate as brand evangelists to create long-term success