



Daren Martin Program Description

From Sales Person to Trusted Advisor

How do you go from a transactional sales person to being a “the sky’s the limit” trusted advisor? Sales people are only as good as their last transaction whereas trusted advisors are partners with their customers in an ongoing relationship.

Takeaways:

- Problem Solvers vs. Product Pushers
- Establishing Traction vs. Making the Transaction
- From Rap to Rapport
- How to Make a Horse Thirst