

Lisa Copeland Program: The Art of the Big Sell – Stop Selling Start Mobilizing

Format: 45-60 Minute Keynote with optional workshop

This program is perfect for:

- ❑ Senior management
- ❑ Teams struggling with forward momentum
- ❑ Managers of under-performing sales groups

Every company that wants to: (1) differentiate, (2) retain talent, and (3) retain customers must build a movement from which they can draw power. By doing so, you will not only attract and retain customers for life, you will reap the benefits of becoming the benchmark within your industry:

- ❑ You can command higher prices and better margins because your customers truly believe "it isn't what you sell it's what you stand for." They are willing to pay a premium to be a part of something bigger.
- ❑ You will receive more referrals and have more repeat customers.
- ❑ You become the only option for your clients. They will no longer consider the competition.
- ❑ Your company or product will have staying power because your customers are now buying the movement. The product is secondary.
- ❑ You will reduce your advertising costs. Customers will actively follow you. You will no longer be forced to chase them down with sales gimmicks. Instead, they will always anticipate your next launch.
- ❑ With a movement behind you, recovering from a mistake is much easier.

The Art of the Big Sell will leave the audience ready to take on the world! I have performed this program over 150 times and it's always a crowd pleaser!