

# LEE SALZ

Sales Management Strategist

Business owners, executives, and salespeople are endlessly searching for ways to land new accounts and grow existing ones while protecting margins. It's tough to stand out in a noisy marketplace. You need to differentiate to dominate!

Most executives think *marketing* is the sole source of differentiation. But what about *sales*? This commonly neglected differentiation opportunity reveals the secret to open doors with complacent prospects and engage buyers in a meaningful way to...



## Win More Deals at the Prices You Want!®

Lee nailed it! He brought energy, content, and entertainment to the stage... the perfect speaker trifecta. Our attendees said he was the highlight of the conference.

— Jerry L. Mills, Founder & CEO, B2B CFO®



When salespeople aren't winning deals at desired levels or price points, business owners and executives turn to Lee Salz. Lee *literally* wrote the book (actually, two international bestsellers) on Sales Differentiation™ strategy to differentiate *what you sell* and *how you sell*. He's a widely-acclaimed sales management strategist inspiring audiences around the world with actionable strategies and tactics that they can immediately put into practice. A master storyteller, he has audiences on the edge of their seats as they learn how to outsell the competition.

Simply awesome! Lee delivered a masterful virtual keynote last year and a fantastic in-person keynote this year. My people have become huge Lee Salz fans!

— Michael Groeger, Vice President, Group Commercial & Specialty Sales  
Blue Cross® Blue Shield® of Arizona

## Lee's Keynotes

### Sales Differentiation™ *Your Unfair Selling Advantage*

"We're happy with our current supplier." Old, tired sales techniques either fail to open prospect doors resulting in dry sales pipelines or lead to salespeople dropping prices and unnecessarily sacrificing margins to land accounts. What's the solution? *Sales Differentiation!*

During this keynote talk, Lee teaches audiences how to find their meaningful differentiators and, most importantly, position them in ways that spark interest with buyers. After all, if you can't get prospects just as excited as you are about your differentiators, low price wins!

### Sell Different! *Outsmart, Outmaneuver, and Outsell the Competition*

Competition is fierce. Differences in product features and functions get smaller by the minute. And prospects are tuning out traditional sales approaches. Yet, salespeople are still expected to hit their numbers. How can they do that today?

They need to *Sell Different!* This keynote talk presents strategies to *win more deals at the prices you want*® by differentiating the selling approach. Lee shares opportunities to outsmart, outmaneuver, and outsell the competition.

### Move the Sales Needle! *Incremental Gains for Magical Results*

The search is on for strategies that will have a monumental impact on sales. Executives and salespeople are disappointed when they can't find those. What they fail to recognize is the power of incremental gains...little things they can do that have a magical impact on results.

In this keynote, Lee enlightens audiences with opportunities they have to *move the sales needle*. They learn strategies, tactics, and techniques that improve sales effectiveness in every stage of the sales process that they can immediately put into practice.



Ask About Lee's  
Virtual Tonight Show™



Have Lee at Your Next Event!

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"Our team loved Lee's keynote talk and the workshops! Most importantly, we quickly solved some current customer hurdles by applying the tools from the workshops."

— Courtney Enser, Vice President of Sales, Millcraft

## Lee's Customized Workshops

### "I'm Stuck!"

During sales pursuits, salespeople encounter roadblocks and need help blasting them out of the way. With this program, salespeople present their deals to Lee, and he helps them develop strategies to move them forward. This workshop is a great addition to a sales meeting or as an ongoing virtual program.

### Discovery Strategy Development

Want to win more deals at the prices you want®? Improve the handling of discovery! During this workshop program, attendees develop a discovery strategy that helps them improve conversion ratios.

### Deal Obstacles

Call them what you want. Concerns, objections, stalls...these are the obstacles salespeople encounter during their pursuit of new deals. If these are not handled properly, these can become deal killers. During this workshop, formalized strategies are developed to remove sales barriers.

### HOW You Sell, Not Just WHAT You Sell, DIFFERENTIATES You

Every selling/buyer interaction provides salespeople with opportunities to provide meaningful value in ways the competition is not. During this program, attendees participate in a series of workshops that help them differentiate their selling approach to outsmart, outmaneuver, and outsell the competition.

### Knock-Out the Competition!

Why should someone buy from you versus the competition? If you can't succinctly and effectively answer that question with substance, either the competition wins or you fight a price battle. Both are awful, yet unnecessary outcomes of deal pursuits. During this program, attendees learn ways to find their meaningful differentiators and strategies to position them in an effective manner with prospects.



Have Lee at Your Next Event!