

Don't do anything differently.

Think differently about what you do.

About Todd Cohen

Todd Cohen, an expert in creating Sales Culture, is a high-energy, high-performance sales leader who engages, captivates and motivates his audience. Since 1984, Todd and his sales teams have delivered more than \$500 million in revenue for leading companies including Xerox, Gartner Group, Pensare, Thomson-Reuters, and LexisNexis.



A dynamic, inspiring and engaging keynote speaker, Todd has lectured and written extensively on topics such as:

- Sales Culture and the role it plays in driving success
- Growing from a “sales rep” to a “sales professional”
- “Everyone is in Sales”
- Creating virtual teams to drive the success of the Sales Culture
- Selling principles of Relationship PortabilitySM and Intuitive CuriositySM
- Creating and using the right metrics to ensure success

Todd Cohen
Building Sales CultureSM

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Building Your Sales Culture for Success!

A Sales Culture WorkshopSM with
Todd Cohen
Building Sales CultureSM



“I saw Todd Cohen speak at a recent conference and was blown away. His easy going style and command of the room kept the participants awake, alive, laughing, learning and most importantly....ready to sell! I highly recommend Todd for any group of business people who are looking to increase their sales. Which means everyone.”

— GENE MARKS, NOTED COLUMNIST AND AUTHOR

About the Workshop

Every day we are presented with multiple opportunities to sell – an idea, service, a product and *yourself*. In this workshop, you will learn valuable skills to enhance your selling abilities to achieve the results you want.

Deliverables

You will receive a comprehensive and easy-to-use guide designed to immediately help you achieve sales success.

You will:

- Build a Sales Culture framework tailored to meet your objectives
- Articulate your personal value proposition
- Identify and build your own virtual sales team
- Network effectively and successfully

Audience

Anyone who wants to sharpen their sales skills, learn how to effectively communicate ideas, and generate positive feedback from others will benefit from this hands-on interactive workshop.

Location

Greater Philadelphia area

Registration

For pricing information and to register, please visit www.toddcohen.com/pages/training-seminars

MODULE TOPICS

APPROXIMATE TIMES

MODULE 1

(8:30-9:30)

Introduction: Everyone is in Sales

EVERYONE is in sales; including YOU.

We will provide an orientation to the concepts and principles of building a Sales Culture.

MODULE 2

(9:30-10:30)

Personal Value Proposition

Here, you will learn to craft a succinct positioning statement that highlights who you are, your individual strengths and value proposition.

MODULE 3

(11:00-12:15)

The Virtual TeamSM

We will describe how to build a virtual sales team of subject matter experts who will help bolster your sales campaign.

LUNCH

(12:15-1:30)

MODULE 4

(1:30-3:15)

Advanced Networking Skills

Networking and sales are inseparable and managing those connections is essential to the sales process. Discover how to network effectively and grow strong relationships with people who will become part of your virtual team and will support your sales efforts.

REVIEW AND WRAP UP

(3:30-4:00)
