

Keynote, Workshops & Seminars



Keynote

Audience: Any business group that has a necessary sales or business development role or influences the sales process, and yet they may be a little reluctant to "sell".

Everybody Sells!™

This keynote will educate, inspire and entertain even the most sales-skeptical audience. Tiffanie identifies with and engages the audience with inspiration and stories that will make them realize they are not alone when it comes to feeling less-than-successful when it comes to selling. In addition to offering her top 5 tips in being successful at selling, she shares her humorous story of how she landed her first sales job by mistake after failing the sales aptitude test and how that very sales position led to her ultimate fate of helping others understand and appreciate the concept of "selling"—selling themselves and their ideas, selling their products/services and just influencing others. Tiffanie's philosophy is Everybody Sells!™.

Workshops/Seminars (adapted to 3 hrs - 1 day)

Selling Like a Pro as a Non-Traditional Salesperson, ALSO called:

Selling Professional Services: The Win-Win Approach

Audience: Consultants, Attorneys, Accountants, CPAs, Bank personnel, Customer Service Representatives, Engineers, Architects, Independent contractors, Self-employed

This is THE powerhouse seminar for the most sales-reluctant professionals, who do not consider themselves a "salesperson". The **non-traditional salesperson** may include, but not be limited to: consultants, attorneys, bank personnel, customer service representatives, accountants or any group of people who recognize that if they had a more proactive approach to their business development efforts, they could be more productive, successful and fulfilled.

Whether it's procrastination, anxiety or sheer loathing of the entire selling process and those activities related to it, most non-**traditional salespeople** avoid the selling role all together or tend to hide behind its more glamorous counterpart, marketing. Imagine what it would be like to be eager and confident to tackle those sales calls, prospect for new business, joyously attend those networking events and close more sales.

Now there's not only non-threatening information available, but also a **shot of inspiration for the non-traditional salesperson**. A source that will help change mindsets on what selling is all about and more importantly, offer practical tools and techniques that are simple and work! No need to attend sales courses with a bunch of "traditional" sales reps, learning what seems like sales gimmicks and high-pressure selling tactics.

The seminar will cover the basics of selling with some advanced, but very doable, techniques. Selling as an "art" and a "science" will be discussed, with plenty of examples, tips and realistic approaches that will be acceptable to even the most passive "sales" professional. Some of the key areas discussed:

- Shaping a more positive and proactive selling attitude
- Understanding the difference between marketing and sales
- Sharpening our communication skills and adapting to different personality styles
- Identifying the steps of the sale and what needs to happen in each stage
- Prospecting for new business in creative ways
- Qualifying prospects so that your time and efforts are maximized
- Incorporating cross-selling and up-selling, as appropriate
- Overcoming objections, but more importantly...preventing objections
- Learning why "closing a sale" doesn't have to be intimidating or high-pressure
- Developing deeper customer/client relationships

Sales-Influence for Non-Traditional Salespeople

Audience: C-Level management and Middle management; Top corporate/organization executives who could use a dose of sales motivation that will permeate throughout their entire organization, particularly down to the front-lines.

In this interactive and informative workshop, Tiffanie Z. Lyon, MBA shares her insights on what selling is all about and how important it is for all positions with the company or organization to have a clear understanding of how to sell, even if "sales" is not part of their official job description.

Tiffanie's philosophy is Everybody Sells! -- She caters to non-traditional salespeople and helps them become more sales-focused, proactive and influential in the sales process. She feels C-level management of companies are the mascots especially for the <non-traditional> salespeople of their company.

Practical and realistic information, exercises and tools will be covered in this dynamic 3-hour presentation, which will include:

- ✓ Shaping a more positive and proactive selling attitude that permeates throughout the company and inspires others to be more productive
- ✓ Understanding the difference between marketing and sales and how these disciplines should work together for maximum results
- ✓ Identifying & defining the steps of your sale and how you, your managers and your staff can influence each step
- ✓ Preparing for networking events so that it's less painful and more productive
- ✓ Defining your company's unique selling proposition (USP) and making it consistent across the company
- ✓ Incorporating cross-selling and up-selling techniques at every level within the company that will result in more profitable sales

Participants will leave the session with a shot of sales inspiration and a paradigm shift on what selling is really about. The practical tools and techniques discussed can be implemented immediately and easily shared with your management and front-line staff, such as a new-and-improved USP; networking tips that work and cross-selling ideas that increase revenue.

Breakout Sessions/Lunch-N-Learns (60-90 minutes)

10 Steps to Make Networking Less Painful & More Productive

Most people recognize networking is important in order to expand professional relationships and fuel sales opportunities. Some people avoid networking all together because it's too painful for them. Participants will review what networking IS and IS NOT and together, we'll rebuke the excuse that we don't have time to network and talk about why it's so important. The highlight are the 10 Tips, which if done as "steps" and in sequence, even the most hesitant introvert will be well prepared and successful at the next conference, business social or casual meetings.

Women Rock!: Influence, Balance & Success

What woman WOULDN'T want to have powerful and positive influence over her personal and professional life? In this workshop, Tiffanie will share tips to do just that and offer ideas that will help the participants prioritize and "sell" their ideas. She'll continue with how to use the power of persuasion to get win-win results and also how to get your voice heard through active listening. Most women are multi-taskers and going a mile-a-minute, so of course Tiffanie will cover how to maximize the "Me" time: treating yourself every day, understanding the art of relaxation and creating and using positive affirmations and visualization. Finally, in this engaging and light-hearted, yet practical workshop, Tiffanie wraps up with Goal Setting: identifying personal goals, clarifying professional goals and creating an action plan for success.

Marketing is Moot if You Don't Understand Your Sales Process

Selling is the misunderstood stepchild of marketing. Clever marketing is great, but if sales skills are lacking, then marketing dollars are not maximized. *Sales* is really about relationship building, providing value and fulfilling needs. This session offers a proven formula and practical ways to "sell" without feeling like you're selling. Participants will begin developing a powerful Unique Selling Proposition and start creating a 4-part questioning strategy to qualify prospects and ensure successful closings. Participants will also recognize and document their personal sales process and customize it to their own business/position.

Cross-Selling Made Easy; Win-Win for All

Cross-selling is a powerful tool when it's well understood and properly implemented. A lot of business is often left on the table when cross-selling doesn't happen. Participants will learn what cross-selling IS and IS NOT, the different channels to approach, actually how to cross-sell, what to listen for and actual techniques that can be exercised immediately. Participants will also share success stories and probably realize they are more familiar with the concept than they thought.

Sharpen Your Business Communication Skills

Interpersonal communication is a necessity in the business world. We all are familiar with the communication cycle, listening, non-verbal signals, etc., but how often do we dedicate an hour or so to dissect it and understand how we can become better business communicators in this busy world. Participants will tie together the importance of understanding communication styles in a selling environment and why it's such an influential factor in the sales process. This workshop is the perfect refresher for experienced professionals and should be a requirement for beginners.

Customer Service With a Twist

Many people understand the importance of providing superior customer service, but how about delivering exceptional customer services with a sales twist. This workshop reminds professionals of the importance of first impressions, sharp communication skills, how to effectively deal with difficult customer, but also how to focus on growing the business from existing customers: cross-selling, up-selling and out-smarting the competition.

Create Powerful Referral Sources

Everybody loves referrals as a way to gain new business. It's certainly easier than starting from scratch selling your products or services. But what are referral sources? Who are they? How do you find them? Then, once you find them—what next? This is another highly interactive workshop in which participants from many different backgrounds may have very different referral sources and could provide some creative perspectives and new ideas. Together, we'll set the foundation; brainstorm together and then set a plan in place to make the referral process work in order to generate new business.

Book Tiffanie today for your next business meeting, conference or event!