

DAVID SAXBY

Ignite Powerful Sales Results

What does every successful organization do to inspire their sales teams to succeed with every customer contact? How do you motivate your sales team to attain excellence in prospecting, overcome their fear of cold calling and increase their closing ratios?

Understanding your customer's needs is the foundation of every successful selling organization. Too often, inconsistent, inappropriate communication of your marketing message can stop the sales process --- dead. **The Result:** Customers are confused by your message, don't trust your brand and are resistant to your sales efforts.

The Solution: Speaking with "One Voice" throughout your marketing and sales activities. No matter the message. No matter the messenger. The customer experience is focused on their needs, not yours and is consistent through every 'touch point'.

In **The Integrated Approach to Sales and Marketing** David reveals the secrets on how to master your selling by making every sales contact an opportunity to create an unforgettable customer experience. He'll show you and your team how to win customers through reinforcing a familiar message that motivates them to buy, creating loyalty, referrals and repeat sales.

Strategies for prospecting and qualifying customers

Personality styles of Buyers and Sellers

Assess your customer's needs

Recognize Buying Signals and Confirming the Sale

Keep your customers for life



Outstanding presentation last evening. I found the information and presentation was informative, practical, thought provoking, and easy to understand. The contents will assist me in adding value to our operation. Thank you.

Chris J Dugan BA
Credit & Collections Consultants

"I think this course is exactly what our team needed. Very informative 2 day session."

Meeting Planner for CUCS
(Credit Union Central)



To book David Saxby contact:


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David Saxby is a member of

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