



## Are Your Salespeople Struggling to Crack into Corporate Accounts?

If so, they're not alone. It's never been tougher to get appointments with corporate decision makers. If your salespeople can't set up a meeting, they're stuck. It doesn't matter how good your product or service is – they're not going to get any business!

**What are the biggest challenges to getting in?** Most likely your salespeople have told you it's nearly impossible to catch anyone on the phone these days, virtually all calls roll to voicemail and decision makers never call them back. Then, if they actually do connect with prospective buyers, they're grilled with questions that seem more designed to get them off the phone than an expression of interest. Or, they're quickly asked to send more information – and we all know where that ends up!

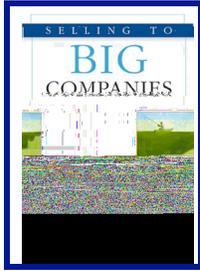
Despite how tough it is to get into big companies, it doesn't have to be that way. Some salespeople have cracked the corporate code. They're not any smarter than your reps, nor are their offerings any better than your company's. They've just learned how to capture a decision maker's attention in today's crazy corporate environment.

**Your salespeople can get in too!** It just takes a whole new approach than they've used before. That's exactly what they'll learn in the *Selling to Big Companies* workshop. It's not about making *more* calls. Instead it's about targeting accounts where your reps have a high likelihood of success. Then it's about creating account entry campaigns that not only entice potential buyers but also set your reps apart from everyone else at the same time.

### Value to Your Sales Team

When your salespeople attend this workshop, they'll discover what it takes to:

- Gain access to key corporate decision makers and get that critical first meeting on their calendar.
- Increase their call-to-appointment conversion rate. They'll set up significantly more meetings with prospective buyers.
- Slash the time it takes to get their foot-in-the-door of large corporations and speed up their sales velocity.
- Position themselves as a strategic business advisor, not a product-pushing peddler. What they say and do in their initial contact has a huge impact on their ability to be successful in the account.
- Maintain a positive, predictable revenue stream. They'll learn how to create a replicable account entry strategy that keeps their pipeline full.



## Selling To Big Companies

This seminar is based on the proven strategies featured in Jill Konrath's bestselling book, *Selling to Big Companies*. It's filled with no-baloney techniques that actually work with today's decision makers.

Available for keynotes, ½ day or full day sessions.

### Specifically, Your Salespeople Will Learn:

- What's happening in the corporate world today that impacts their sales *and* what they need to do to catch the attention of corporate decision makers.
- How to find customers that have urgent and compelling needs right now, but aren't being called on by anyone else.
- How to craft "killer" value propositions that entice corporate decision makers so much that they can't wait to meet.
- Step-by-step guidelines on "what to say" and "how to say it" when calling corporate decision makers.
- How to leave a voicemail that not only doesn't get deleted but actually inspires buyers to pick up the phone and contact the sales rep.
- What it takes to build a multi-touch, totally personalized, highly effective account entry campaign.
- How to eliminate the objections and overcome the obstacles that prevent sellers from getting appointments with corporate buyers.

**Jill Konrath rapidly shakes your reps out of their comfort zone.** She then gives them clear direction on how to crack the corporate code. All sessions are highly interactive with lots of discussion of real-life selling situations.

Because the market has changed so much recently, even long-time sales pros get tremendous benefit from this seminar. They'll leave armed with new strategies, a fresh perspective, and tons of easy-to-implement ideas to improve their account entry success.

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## Jill Konrath



Jill Konrath, author of *Selling to Big Companies*, is a recognized sales strategist in the business-to-business marketplace. A popular speaker at national sales meetings, she helps her clients crack into corporate accounts, speed up their sales cycle, create demand and achieve their revenue growth goals.

Nearly 20,000 sellers from more than 88 countries subscribe to her monthly newsletter. She writes an industry-leading blog, developed the *Winning More Sales* manual and created the *Getting Into Big Companies* audio program.

Jill has been featured in *Selling Power*, *Entrepreneur*, *New York Times*, *The Business Journal*, *Sales & Marketing Management*, *WSJ's Start-Up Journal*, *Sales & Marketing Excellence*, *Journal of Marketing*, *Business Advisor* and countless online publications. Prior to starting her consulting firm, Jill was a highly successful sales executive, regional sales manager and product launch manager for leading technology companies. She has received numerous awards for exceptional sales and management performance.

### Partial Client List

If you're planning a national sales meeting or association event, contact Jill Konrath to learn how she can help your group. Recent clients in the past year include:

- AAA
- AIMCO
- American Business Journal
- Bombardier
- Captivate Network
- Carlson Wagonlit
- Comdata
- Connecture
- Centric Software
- Hudson IT
- Identisys
- IC System
- Minnesota Life
- MC-2
- MEDA
- MN Minority Supplier Diversity Council
- Proforma
- Prologis
- Sales & Marketing Execs
- Stored Value Systems