

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.



“The talk by Lee Salz was a big hit with our group — one of our most popular. His presentation was packed with practical ideas, some of which I was able to start implementing right away with my team.”

— Abby Reinhard, Co-Chair for Learning, EO Western NY

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 an award-winning, 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.

“Lee was electric with the group! His content, energy, and humor captivated our chapter. We are a tough group when it comes to evaluating speakers and Lee received one of the highest scores ever with a 9.7 out of 10. We highly recommend him!”

— Tab Burkhalter, Education Chair, EO Knoxville

Entrepreneurs' Organization Sales Workshop

Win More Deals at the Prices You Want®

Outsmart, Outmaneuver, and Outsell the Competition When You Sell Different

Competition is fierce. Differences in product features and functions get narrower 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!*

Executives and salespeople search high and low for strategies to differentiate what they sell. Few invest the time to develop approaches to differentiate *how they sell*. Every interaction between salespeople and prospects presents opportunities for salespeople to meaningfully differentiate themselves, but not enough do it. As a result, the deal comes down to a price decision... which is only good news if you are the low-price provider.

Lee Salz teaches **Entrepreneurs' Organization** members how to differentiate the steps of the buyer decision-making journey through half-day, intensive workshops. He's the bestselling author of six books including *Sell Different!* and *Sales Differentiation*. Participants learn easily implementable strategies to outsmart, outmaneuver, and outsell the competition to *win more deals at the prices you want.*®

This is a great program for business owners, executives, sales managers, and salespeople!



“Lee came to us highly recommended by Jack Daly and now I know why. Our members want actionable content during our programs and Lee delivered! He used master storytelling skills and insightful workshops to convey important concepts that our members could easily implement. Add us to the list that highly recommend Lee!”

— Glenda Amar, Executive Director, EO Minnesota

Schedule Your Program Today! LSalz@SalesArchitects.com • (763) 416-4321