



H S a e a d M a e W T e e G Y B e . .

Presented by Lee Frederiksen & John Doerr



RAIN Group





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Today's Hashtag:



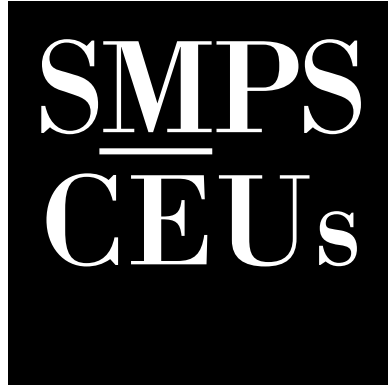
#SalesWinners

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➤ Hinge is an SMPS Approved Provider of continuing education units (CEUs)!

Steps:



1. Register to attend our no-cost webinars
2. Attend the webinar
3. Email: ceu@hingemarketing.com -
Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS



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John E. Doerr

John Doerr is co-President at RAIN Group, a [sales training](#), coaching, and consulting company that helps leading organizations unleash the sales potential of their teams.

John is co-author of *The Wall Street Journal* bestseller [Rainmaking Conversations: Influence, Persuade and Sell in Any Situation](#) and [Professional Services Marketing](#).

He draws on an extensive career in business leadership, which has included senior executive management, business development and marketing, and product and service development. John was named the Top Sales Thought Leader in 2011 by Top Sales Awards.

You can follow John on Twitter at @JohnEDoerr, call him at 508-405-0438 or email him at JDoerr@raingroup.com.



Lee W. Frederiksen, Ph.D.

Lee is Managing Partner at Hinge, a premier professional services branding and marketing firm. He brings over 30 years of marketing experience, including global brands such as American Express, Time Life, Capital One, Monster.com and Yahoo! to the firm's clients.

Lee is a former tenured professor of psychology at Virginia Tech and a successful entrepreneur. He's started and run three high-growth companies, including an \$80 million runaway success.

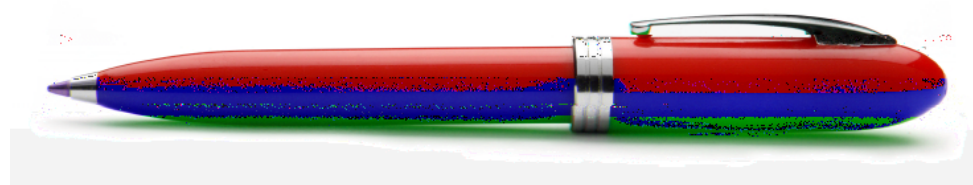
Lee has authored numerous books and articles including: *Inside the Buyer's Brain*, *Spiraling Up: How to Create a High Growth, High Value Professional Services Firm* and *Online Marketing for Professional Services*.

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- Marketing vs. selling
- Sales winners vs. runners-up
- Content marketing
- How to build a strong brand
- Wrap-up and questions





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Value You Deliver



Conversations



Millions in Sales



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Finding the opportunity to speak to someone who may need your services.

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Turning those opportunities into a new client (or new services with an existing client).

What do sales winners do differently?

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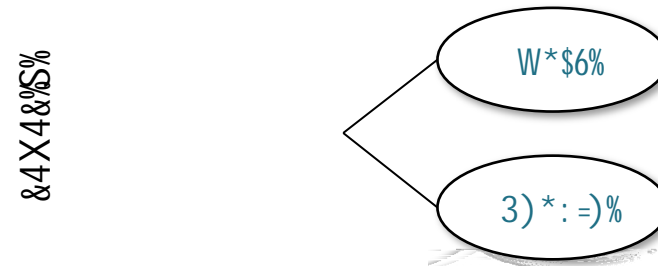
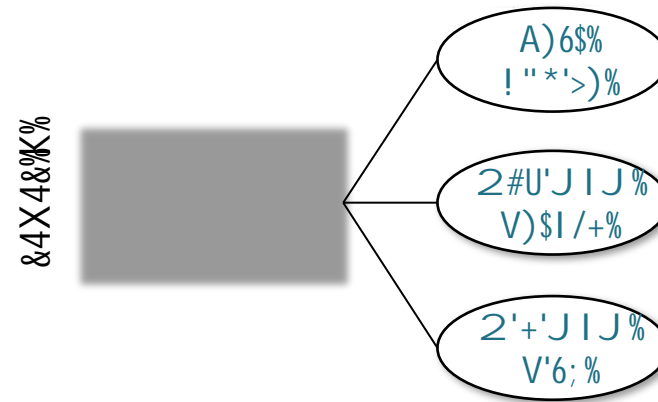
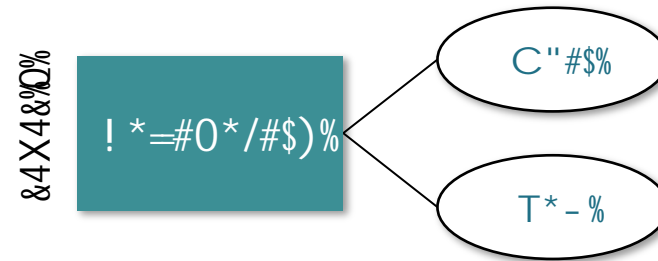
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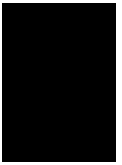




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Top 10 reasons for choosing Rain Group	
S%	Educated me with new ideas or perspectives
K%	Collaborated with me
Q%	Persuaded me we would achieve results
b%	Listened to me
C%	Understood my needs
H%	Helped me avoid potential pitfalls
M%	Crafted a compelling solution
d%	Depicted purchasing process accurately
E%	Connected with me personally
SF%	Overall value from the company is superior to other options





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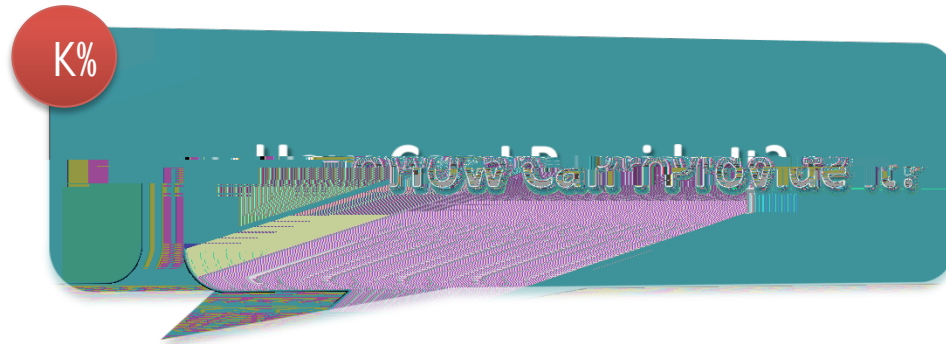
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What Can I Provide?

- Step One: What Can I Provide?
 - Industry or functional insight
 - New, improved solution to their problems
 - Perspective on the intersection of people and markets



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➤ Step Two: How Can I Provide It?

- Sales conversations
- Speeches, webinars, white papers – thought leadership
- Synthesis and interpretation of trends

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➤ Step Three: How Often Should I Provide It?

- Incorporate into sales next steps
- Use as stepping stones along the path to working with you
- Work with marketing

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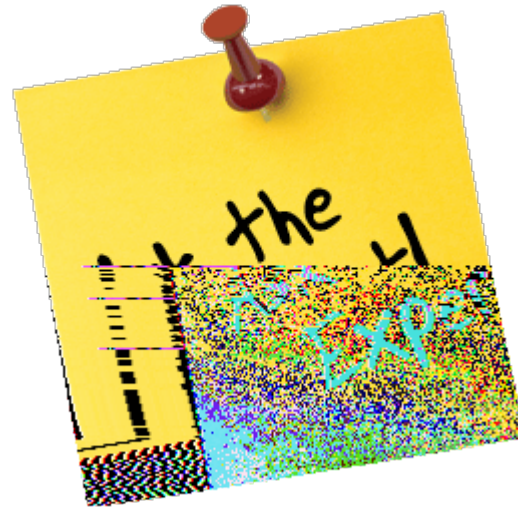
What Can I Provide?

K%

How Can I Provide It?

Q%

How Often Should I Provide It?



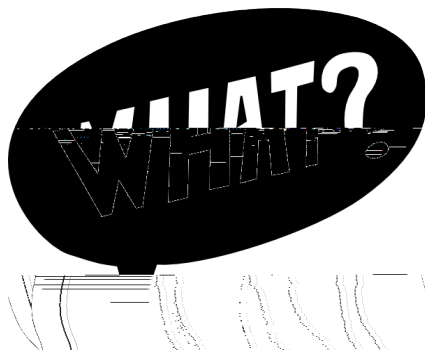
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- Responsive
- Proactive
- Made it easy to buy



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- Shared ideas
- Made them a part of developing the solution
- With, not at, not for

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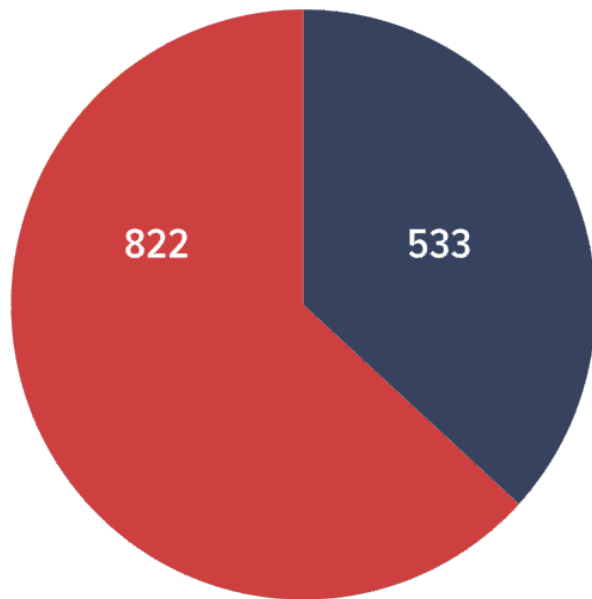
- Understand the impact
- Recognize the risk
- Paint the picture of how their life business, their situation, and their life is different after working with you
- Demonstrate / prove you can do it



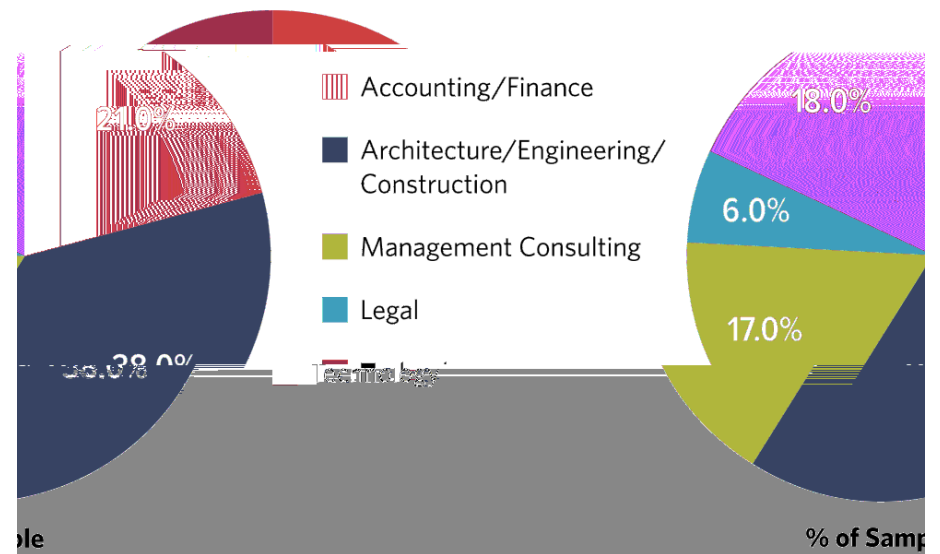
Build a strong brand:

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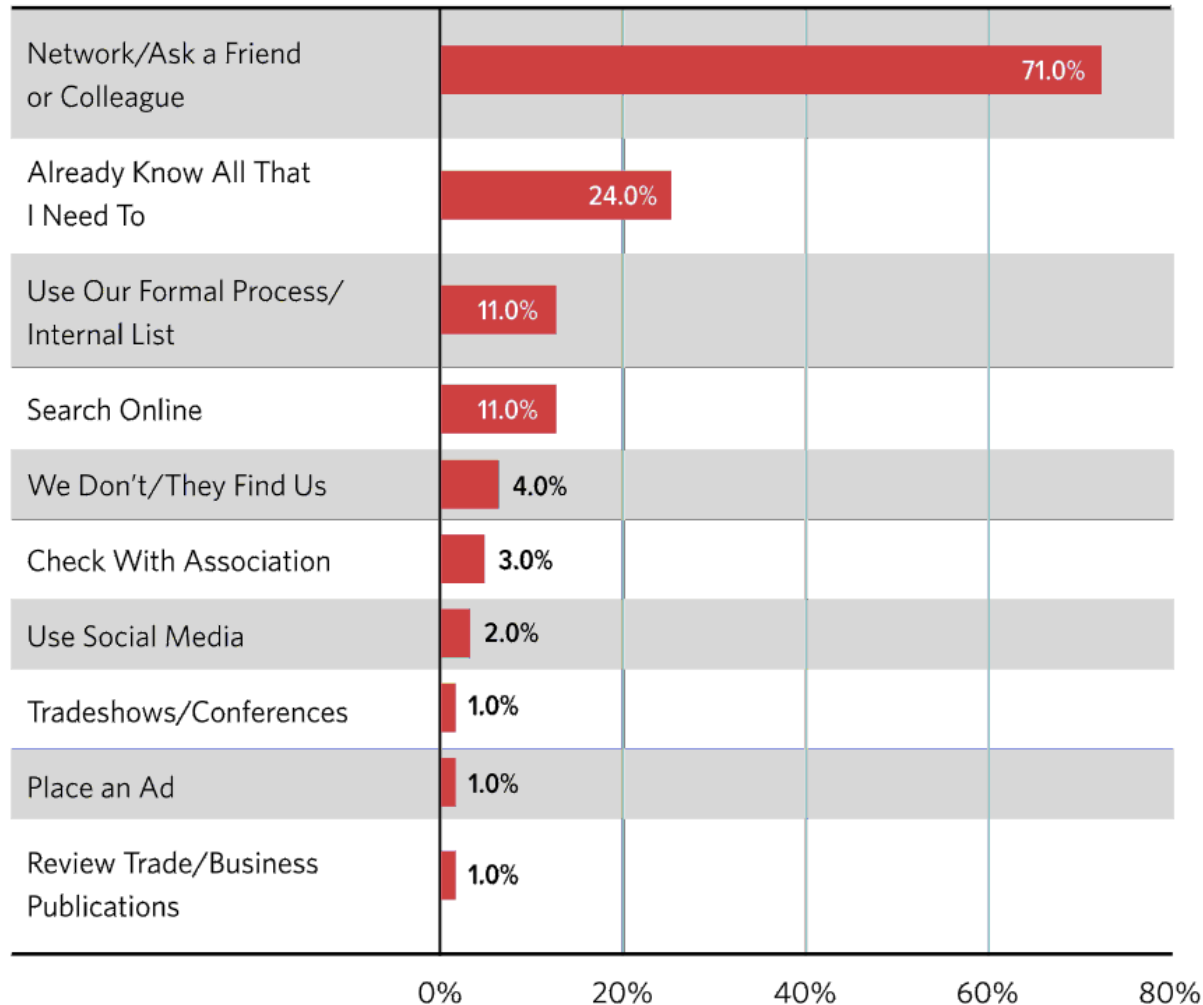
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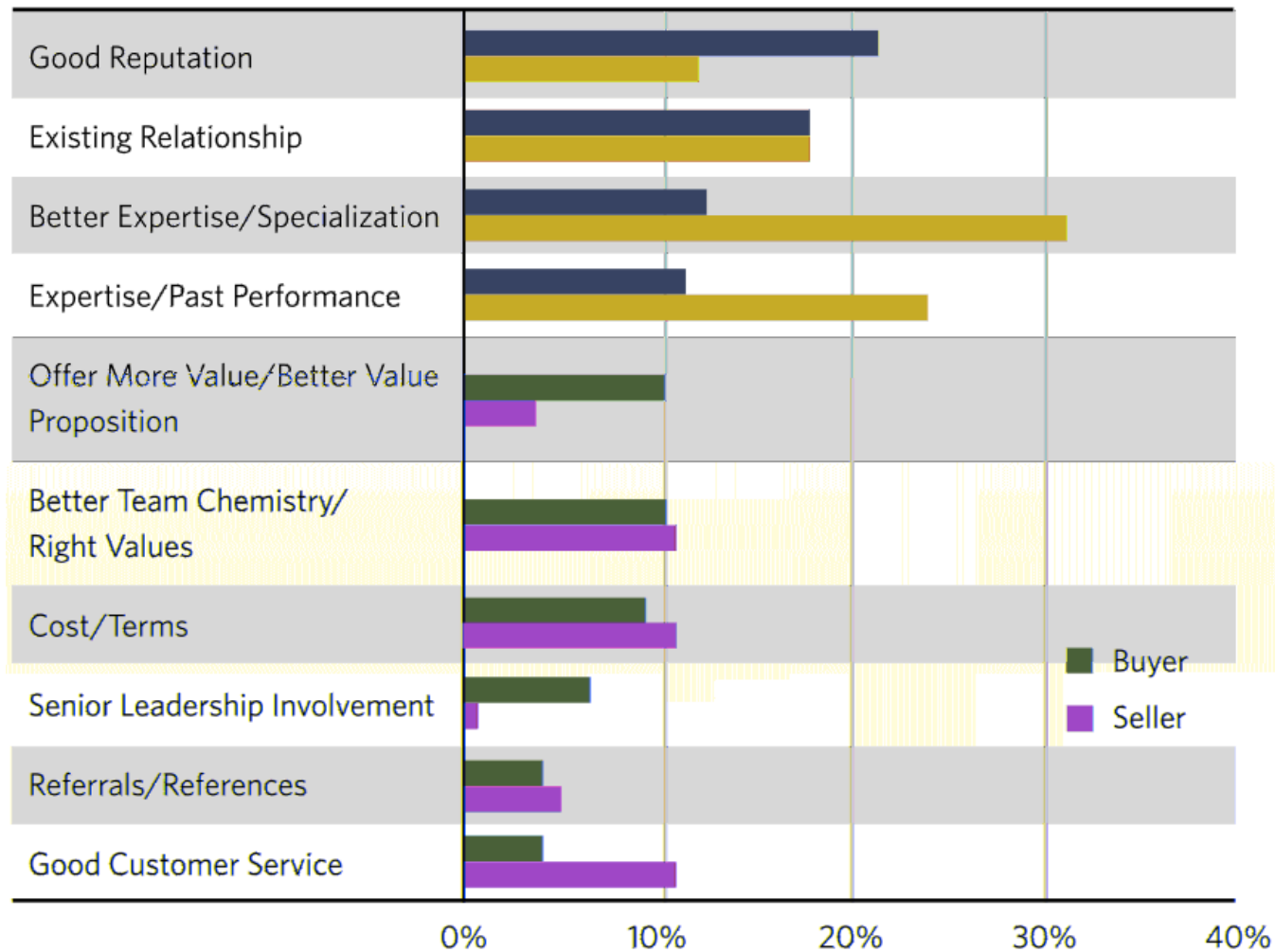
Buyers
Sellers



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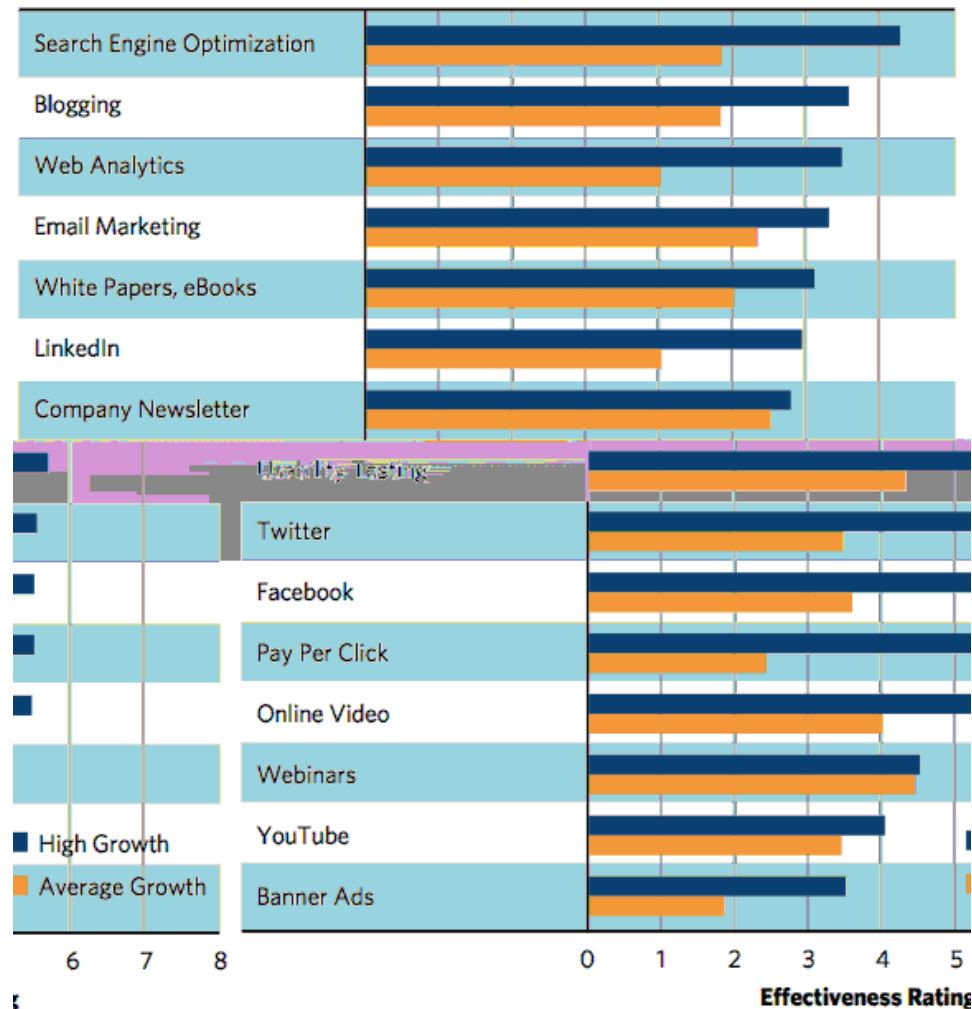
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➤ Educate potential clients with new ideas and perspectives

- Blog posts
- Webinars
- Articles
- Whitepapers
- eBooks
- Consultations
- Videos

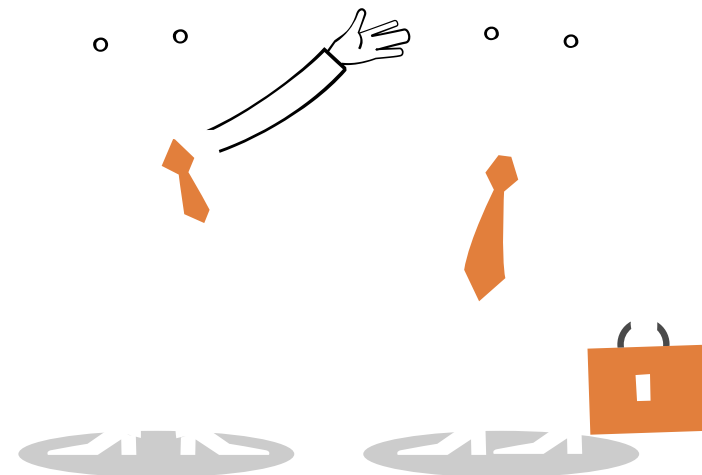


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- Builds your visibility and reputation in the marketplace
- Establishes yourself as a Visible ExpertSM
- Educates prospects with what you can provide and how
- Shows prospects that you can deliver on your promises
- Keeps you top-of-mind throughout the sales cycle





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We'll discuss:

- Your current marketing approach
- Missed marketing opportunities
- Target audiences and research opportunities

To sign up, simply respond to our follow-up email.



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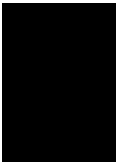
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<http://info.rainsalestraining.com/free-report-what-sales-winners-do-differently>

www.hingemarketing.com/library



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