

# Sales Messaging IN A BOX™

ENABLE YOUR SALESPEOPLE TO  
SELL VALUE & **DIFFERENTIATE** YOUR OFFERING



**InsightDemand**  
More Insight • More Change • More Revenue

At this 1½-day workshop, your company will learn how to craft the right sales message so that your Salespeople are able to sell value and differentiate your offering instead of pitching product and reducing price.

It's based on the same programs used by: IBM, Microsoft, Google, Oracle, Xerox, PWC Hitachi, HP, Bank of America, NCR, Time Warner, PS, Citibank, Avaya, Verizon etc.

"I thought it was very valuable...  
everyone got a lot out of it."

Tammie Jackson, Dir. of Sales, Transunion (\$1bn+ Rev).

"It's a whole other take on how to get the right answer. And as a result, we're getting better answers. So by thinking through who the target customer is and really understanding what they care about. And then how to connect it to our value proposition, there is magic there that I don't think we would've gotten unless we would have approached it the way that you've lead us through the process."

Holly Pauper, Dir. Marketing, Communications, Planning, Eaton Corp. (\$14bn Rev).



## ➤ Faster & more effective:

Sales Messaging won't take months to develop. With the right people from Sales, Marketing and Product Management onboard, you can get the first draft done in 1.5-days.

I'll walk your group through 7-easy steps to complete the messaging so that it's easier, faster and better than trying to do it yourself.



## ➤ Everything is in the box:

After years of experience, I've boiled it down to 10-preprinted worksheets that I will help you populate. Once completed, your salespeople will lose fewer deals to no decision and win more business.

Win/Win: Our program is sales methodology neutral and comes with a 100% satisfaction guarantee. So, what do you have to lose?



## ➤ Next Steps:

:: Visit our web site & watch the videos 'Sales Messaging in a Box™' & 'StorySelling vs. Spray & Pray'

:: Call or email to discuss further & book your 1.5-day Sales Messaging in a Box™ workshop so that you can help make your salespeople smarter & more effective.

## Sales Messaging IN A BOX™

Michael Harris: With a graduate degree in Finance and 12-years on Wall Street, I have learned how to build business value. I then ran a finance company that grew to 125 employees and \$250 m in sales and it was here I learned the power of loading the lips of your salespeople with the right messages. I then worked as a Business Partner at a Solution Selling Sales Training company and, after 5-years, I refined the totality of my many years of experience and formed Insight Demand.

Insight Demand shows your Salespeople how to overthrow the status quo and win more business by helping your company to craft the right sales message and then train your salespeople how to deliver it so that your message is heard and acted upon.



Call Us: 416-203 7227

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