

A-GAME SELLING

IN A FOREVER CHANGED MARKET



*You are invited to join us for an invitation-only,
privately hosted breakfast event.*

Advantage

Leveraging the New “Seascape”

Agile sales organizations have opportunities to accelerate top-line revenue growth via a renewed commitment to re-engaging, re-tooling, and re-engineering their sales teams. “Back to basics” strategies are akin to rearranging the deck chairs on the Titanic—a losing proposition to effectively leapfrog the competition. New skill sets are requisite for sellers to create meaningful business impact within customer organizations that now leverage cross-functional buying committees who demand a demonstrable return on investment. Achieving an A-game still requires a laser-focus on driving meaningful behavioral shifts throughout the ranks; however, the skills required to be a front-runner today, versus 5 years ago are as changed as the market we now find ourselves navigating.

Leapfrog Developmental Strategies

This executive briefing will examine the dynamics of the current sales environment and how organizations can leverage existing market forces to their competitive advantage. You will experience a hands-on, interactive discussion amongst leaders from a diverse mix of businesses and industries. Network with fellow executives, share best practices, and explore possible game changers in sales strategy/execution to create artillery in the ongoing fight for top-line revenue growth, margin increases, and market share capture.

This interactive experience captures the latest thinking behind sales transformations. You will explore:

- The *why*: the forces that drive the need for sales transformation
- The *what*: the critical elements in successful sales transformation efforts
- The *how*: the actions that sales leaders can take to accelerate the process”

Note: This briefing is not a lecture. It is an interactive experience based on proved methodologies to engage people in rich discussion to create new insights.

Advantage

△ BTS

Catalysts for Profitability and Growth

Session Details

Wednesday, September 30

Tower Club

One Financial Plaza
100 SE 3rd Avenue
Fort Lauderdale, FL 33394
8:00 am – 11:00 am
(Continental Breakfast)

Host:

Leisa Mohler-Erickson, Advantage Performance Group

RSVP: Kevin Brito, Advantage Performance Group
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About your Host...

Advantage Performance partner Leisa Mohler-Erickson helps organizations and, more specifically, their sales teams achieve the transformative change that accelerates meaningful business results. A sales specialist, Leisa brings clients a unique perspective from having worked for or consulted within virtually all tiers of the sales function across a wide range of organizations – from industrial to professional services firms and from executive to line management to individual seller. She has particular expertise in the areas of talent selection, competency assessment, and sales/sales management development.

Leisa's experience includes multiple business development roles, including a long tenure at Huthwaite (creators of SPIN Selling) where she last served as Associate Vice President of Intellectual Property and Product Development. Leisa earned a B.S. in Marketing from Indiana University's Kelley School of Business with a minor in International Business. Fluent in Spanish, she lives in Naples, FL where she enjoys boating, cycling and competing in triathlons.

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