

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 to...



Win More Deals at the Prices You Want!®

“

Lee nailed it! He brought energy, content, and entertainment to the stage... the perfect speaker trifecta. Our attendees said he was the highlight of the conference.

— Jerry L. Mills, Founder & CEO, B2B CFO®



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 a 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.

“

Simply awesome! Lee delivered a masterful virtual keynote last year and a fantastic in-person keynote this year. My people have become huge Lee Salz fans!

— Michael Groeger, Vice President, Group Commercial & Specialty Sales
Blue Cross® Blue Shield® of Arizona

Lee's Keynotes & Workshops

Sales Differentiation™ Your Unfair Selling Advantage

"We're happy with our current supplier." Old, tired sales techniques fail to open doors, leaving salespeople frustrated with dry sales pipelines.

"Beat the competition's price or we are going with them." Drop the price...or lose the deal!

What's the solution for these tough sales challenges? **Sales Differentiation!**

During this keynote talk, Lee teaches audiences how to find their meaningful differentiators and, most importantly, position them in ways that spark interest with prospects. After all, if you can't get the person on the other side of the desk just as excited as you are about your differentiators, low price wins!

Sell Different! Outsmart, Outmaneuver, and Outsell the Competition

Competition is fierce. Differences in product features and functions get smaller 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!** This keynote talk presents strategies to *win more deals at the prices you want*® by differentiating the selling approach. Every buyer touchpoint provides sellers with opportunities to outsmart, outmaneuver, and outsell the competition... and Lee teaches audiences how to do exactly that.



Ask About Lee's
Virtual Tonight Show™

MEMBER
NSA
NATIONAL SPEAKERS ASSOCIATION

Have Lee at Your Next Event!