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Speaker • Author • Media Contributor • CPA

B2B Sales Success

Our sales environment is hyper-competitive and the sales professional who understands how to navigate in this digital world wins.

✔ Watch Chris Vanderzyden in action!



Schedule Chris to Speak

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B2B Sales Success in the Digital Age

Navigating the sales process in the Digital Age has become markedly more challenging and has radically shifted business-to-business sales away from the old school solution-based selling. Today we have unprecedented competition and enormous price pressure.

The behavior of buyers has changed and therefore, our sales style must adapt to the new environment in order to achieve sales success.

In this session Chris will:

- Reveal the new behaviors of our buyers and understand the impact on the sales process.
- Uncover how to deliver an impactful elevator pitch, engage with buyers in an agile manner, and understand the buyer's true needs allowing for the alignment of the sales offering and communication of the value proposition as the answer to the customer's challenge.
- Educate on how to develop a collaborative sales style that speaks your customers language, overcomes price pressure, and drives conversion rates, so you close more deals and make more money.
- Discuss how to create a system of continuous attraction of new qualified buyers through online and offline channels to keep your sales cycle flowing.

Our hyper-competitive sales environment provides great opportunity for the sales professional who is able to adapt and capture the hidden opportunity present in this digital world.

The audience will leave this session with a greater understanding of our buyer's needs and will acquire the techniques and skills necessary to effectively engage and convert buyers.