



# WALK & TALK

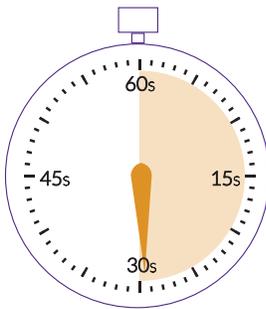
As an entrepreneurial salesperson, you need to be ready to sell at a moment's notice. The purpose of this Sales Tool is to get you ready to execute one of the most common expert moves of selling...talking about yourself and what you do.

In this first box, imagine that you are walking down the hall with a customer, and she says; "Tell me about yourself and your company..." What will you say? You have 30 seconds to tell her exactly what she needs to know. No more, no less. Use the box at the right to write down approximately 30 second's worth of content. When you are finished, say it out loud and record your elapsed time in the box.

Your walk turned into an elevator lobby chat, and you now only have 15 seconds! Skinny your content by half, say it out loud and note the elapsed time.

Now you are ready to create your Sales Trailer<sup>SM</sup>. Your Sales Trailer is the "movie trailer" of you or your business. It is a one or two (max) sentence statement that answers one of the most common questions you will ever be asked; "What do you do?" Try to be as creative as you can be, and don't try to do too much. Just write down a crisp, catchy sentence or two that you will use every day you are working. Say it out loud several times to decide whether you would actually say these words this way.

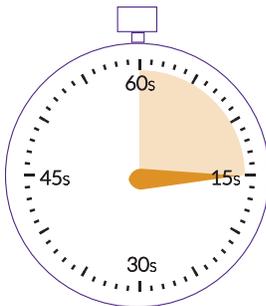
Finally, take your Sales Trailer<sup>SM</sup> and distill it one step further into a hashtag. Now you are ready to walk, talk and be understood.



1

I work for a sales consulting firm called Sales Engine. We work with many different types of organizations that are striving to build and tune their revenue engines, including technology companies, financial services firms and consulting firms, as well as fast-growing emerging businesses. We work closely with the sales leaders and their teams to equip them with the tools they need at each step of the sales process and the knowledge, skill and discipline required to adopt the expert moves of high performance sales people.

30 SECONDS



2

I work for a sales consulting firm called Sales Engine. We work with many different types of companies to help sales leaders and sales people develop the expert moves of high-performance selling by equipping them with the knowledge, skill and discipline of the most successful sellers, as well as the tools they need at each step of the sales process.

15 SECONDS

What do you do?

3

I work for a company called Sales Engine, and what we do is help companies build and tune their sales engine.

MY SALES TRAILER<sup>SM</sup>

#

4

#expertmoves

#HASHTAG



# WALK & TALK

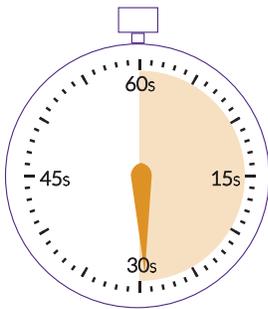
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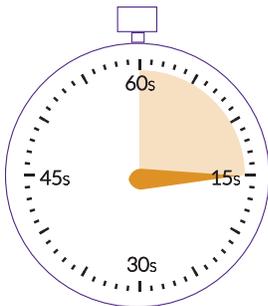
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1

30 SECONDS



2

15 SECONDS

What do you do?

3

MY SALES TRAILER<sup>SM</sup>

#

4

#HASHTAG