



# WALK & TALK

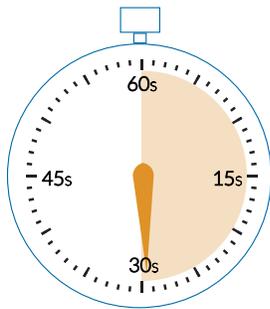
As an entrepreneurial salesperson you should always be ready to sell yourself. The purpose of this Sales Tool is for you to develop clear answers for who you are and what you do. The benefit is that you will have clear and crisp answers at-the-ready for commonly asked questions.

Imagine that you are walking down the hall with a prospective customer and she says, "Tell me about yourself and your company..." Write out your 30-second answer in the first box. 30 seconds is meant to emulate the length of a typical hallway conversation. After you write your answer, make sure to practice and time yourself!

Now, imagine you are in an elevator and only have 15 seconds to share some information about yourself & your company. Take out about half of your first answer and write it in the second box. Again, say it out loud.

It's time to create your Sales Trailer™. This is the "movie trailer" of you or your business. It is a one or two (max) sentence statement that answers that very common question: "What do you do?" You will use your Sales Trailer™ a lot, so try to be creative and catchy, but don't stray too far from language you would feel comfortable using multiple times a day.

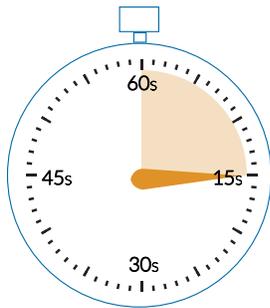
Finally, take your Sales Trailer™ and distill it even further into a catch-phrase or hashtag. After you practice all versions of your answers, you are ready to walk & talk with purpose.



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™

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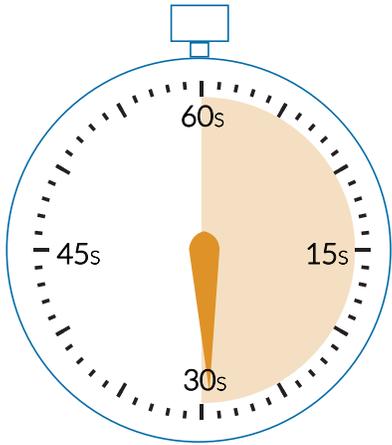
4

#expertmoves

#HASHTAG or CATCH-PHRASE

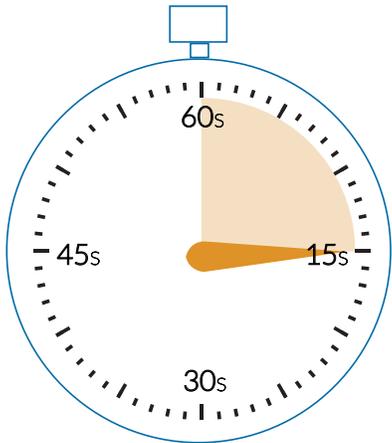


# WALK & TALK CONT'D



1

30 SECONDS



2

15 SECONDS

What do you do?

3

MY SALES TRAILER™

#

4

#HASHTAG or CATCH-PHRASE