

## Speaker Sheet

# **“10 Secrets of Top 20 % Performance” How to Double Your Sales and Income Selling over the Phone**

80% of inside sales reps are unprepared and ad lib their way through their sales presentation. This causes **call reluctance, creates resistance, and results in more objections and lost sales.** Top 20% producers, on the other hand, are prepared in advance and know how to overcome initial resistance, build rapport, qualify properly and isolate and overcome objections. They close 80% of the sales in your office or industry.

This presentation teaches the 10 top skills of Top 20% performers in a motivational and energetic way.

### **Attendees will learn:**

- The single greatest skill of the Top 20%
- The one thing you can start doing today to double your income
- How to anticipate and overcome initial objections
- The single most powerful technique to use that will eliminate 90% of the screening you get
- The power of assumptive questions
- The two things you must get from qualifying
- The one technique that can instantly get the sale -- before you even deliver your presentation!
- The power of trial closes
- How to find and overcome the real objection
- How to develop a winning, expectant attitude

This presentation can be given in a variety of presentation formats. Mike Brooks is prepared to deliver the following types of presentations:

### **One hour high-level presentation**

- Great for sales meetings, product launches, or general motivational sessions

### **Four hour workshop**

- Appropriate for more in-depth training, and customizable to reinforce your current training



### **About Mike Brooks**

With over 20 years of inside sales closing experience, Mike has been billed nationwide as Mr. Inside Sales. Once a bottom 80% producer, Mike learned and perfected the skills of Top 20% producers and became the number one sales rep out of 5 Southern California branch offices.

Author of the weekly Ezine, “Inside Sales Secrets of the Top 20%,” Mike's proven techniques, strategies and skills are used successfully by companies in industries such as securities sales, high-tech sales, pharmaceuticals, equipment leasing and other business to business applications.

Mike combines proven, current tactics and skills with personal experience to provide a motivational and practical presentation.

**Call Now to Schedule This  
Presentation**

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