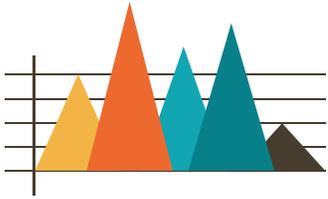


Executive Group November 4th ROUNDTABLE

featuring **LEE SALZ**



SELL DIFFERENT!

Outsmart, Outmaneuver, and Outsell
the Competition to Win More Deals
at the Prices You Want®

Executives and salespeople search high and low for strategies to differentiate what they sell. Few invest the time to develop strategies to differentiate how they sell. Every interaction between salespeople and prospective buyers presents opportunities for salespeople to differentiate themselves, but not enough do it. As a result, the deal comes down to prices...which is only good news if you are the low price provider.

Lee B. Salz, bestselling author of *Sales Differentiation*, *Sell Different!* and a member of the Executive Group faculty, will deliver a workshop program focused on differentiating every step of your sales process. He will teach you implementable strategies to outsmart, outmaneuver, and outsell the competition to win more deals at the prices you want.®

During this workshop program, you'll learn:

- How to turn your sales process from a purchasing transaction into a buyer experience
- Strategies to differentiate how you sell to win deals at the prices you want
- How to find more of your best clients
- Keys to success with virtual selling
- The secret to increasing closing ratios – and it's not at the end of the sales process
- The missing component in most discovery conversations
- A differentiation strategy that over 99.999% of salespeople don't do

And much, much more...

This is a great program for your entire sales team!

Please join us on Nov. 4 from 8:30 am to noon (CST) for this event. To attend, you must register in advance.

Nov. 4 • Midland Hills Country Club

Breakfast: 8:00 am • Speaker: 8:30 am–Noon

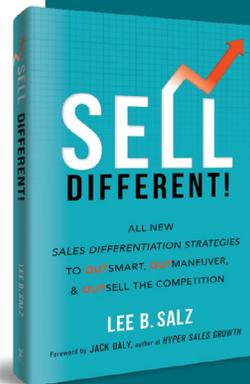
2001 Fulham St., Roseville MN 55113

RSVP by Oct. 25 to Lisa@mnexecutivegroup.com

SPEAKER

Lee B. Salz

Bestselling author of *Sales Differentiation* and *Sell Different*, and Member of Executive Group Faculty



When salespeople aren't winning deals at desired levels or price points, executives and business owners turn to Lee B. Salz, a world-renowned sales management strategist and CEO of Sales Architects.® A recognized specialist in Sales Differentiation, Lee helps organizations win more deals at the prices you want.® Working across all industries

and sales types, he creates winning sales strategies for companies around the globe. A featured columnist in *The Business Journals* and a media source on sales and sales management, Lee has been quoted and featured in *The Wall Street Journal*, CNN, *The New York Times*, MSNBC, ABC News, and numerous other outlets.

He is the bestselling, award-winning author of six books, including *Sell Different!*, *Sales Differentiation* and *Hire Right, Higher Profits*. A graduate of Binghamton University, originally from New York City and New Jersey, Lee now resides with his family in Minneapolis. When he isn't helping his clients win more deals at the prices they want, you will find him throwing batting practice to his sons, training for his next powerlifting meet, and goofing around with his dogs.



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