

## PROGRAM DESCRIPTION

CLINT SWINDALL, CERTIFIED SPEAKING PROFESSIONAL  
SPEAKER, TRAINER, CONSULTANT, AUTHOR

### Engaged Sales

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*“Everyone wants to be inspired! When we’re inspired, we sell more stuff, we manage our employees better, and we develop better relationships with our customers. When we’re not inspired, we’re mediocre at best.”*



Clint Swindall, CSP  
President & CEO  
Verbalocity, Inc.



You’ve been trained to sell. You know the techniques to overcome objections and close the deal. These techniques are vital to your ability to open new relationships, and have helped you develop a set of selling skills that work for you.

Although speakers and trainers may put a new spin on techniques to sell, the reality is that selling comes down to more than just technique. While skills are important, an engaged approach to sales involves skill, knowledge, resources and motivation. By focusing on all four aspects of ***Engaged Sales***, each salesperson begins to build the relationships for long-term success, and helps customers feel they truly are buying a product, instead of being sold.

Of the four aspects of ***Engaged Sales***, the one most overlooked is inspiration. In tough economic times, the focus on results can make it difficult to stay inspired. While skills and knowledge make up the “how to”, inspiration makes up the “want to”. In many cases, the “want to” determines our ultimate success.

Clint focuses on the inspiration to help employees stay on top of their game. He understands the importance of inspiration, and can help your team with several issues, including:

- ★ What simple things can we do to keep it all in perspective?
- ★ What areas of our life need our attention to balance our lives?

Everyone wants to be inspired! When we’re inspired, we sell more stuff, we manage our employees better, and we develop better relationships with our customers. When we’re not inspired, we’re mediocre at best. This program will provide the inspiration to rise above mediocrity!

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*For more information:*