

Strategic Communication - Connecting with Customers

Speaker

Shawn Channell, Coach & Founder

Company

Just Launch Media

Presentation Description

In today's market competition is at an all time high. Your competition isn't just companies that do what you do. You are competing for client's attention, time, and money across all sectors of their business. Finding a way to stand apart from all that competition is increasingly difficult and traditional methods are becoming less effective.

Additionally, many small and medium business owners don't come from a sales background. They understand their product, their service, and their business without always having the experience to communicate their value in alignment with potential client's goals and objectives.

Strategic Communication is a sales methodology focused on uncovering your client's objectives, strategically aligning their needs with your value, and ensuring both parties are clear about the reasons to partner together. The goal is to help attendees understand that the traditional way of pitching their products and services is costing them potential clients. That with some adjustments in approach and a strategic process they can ensure client's understand their value and want to partner with them.

Learning Objectives for the audience

Why the 'Elevator Pitch' is dead and how avoid it

What is the 'Butterly Effect' and why it matters to clients

The most common mistake in prospecting emails and how to avoid it



Speaker Bio:

Shawn Channell spent a decade struggling to create a career in sales. First as a Realtor, then multiple stints selling cars, and even as a door to door salesperson he faced thousands of rejections, disappointing results, and years of barely making enough money to survive.

At that pivotal moment when he was ready to walk away and pursue a different career path something clicked. The approach he had been taking was backwards. It was all about his product, his service, and his company. It didn't necessarily align with what the customer wanted; their challenges, objectives, and goals.

As a result, Strategic Communication was born. A sales methodology focused on uncovering what the client's objectives are, strategically aligning their needs with your value, and ensuring both parties are clear on the reasons to partner together.

For the past fourteen years Shawn has been coaching, developing, and training sales people and sales leaders to produce results. His sales people have become six figure earners and some of the top professionals in their sales positions. Many have gone on to become top level sales leaders. The sales leaders he partners with acquire a strategic approach to lead, coach, and develop their sales teams on a completely new level. Their teams consistently hit goals and grow their sales results.

Strategic Communication isn't designed to replace your previous sales experience or methodology. Its power lies in adding a fresh perspective in a market saturated with the same traditional sales approaches. Consider it another tool to add to your arsenal that will increase the power of your communication with clients and drive new results.