

Cashin & Company

Inspiring peak performance. Sales — Service — Leadership

Four Dynamic Presentations That Will Produce Results For Your Sales Team

Expect More—Sell More Don't Sell Products—Sell Value

Once upon a time, the *product pitch* and *feature rich* presentations were a salesperson's most effective tools. Times have changed. Today these approaches are the shortest distance between you and the complete loss of credibility with your prospects and customers.

IN THIS PRESENTATION, YOU WILL LEARN:

- To understand what value means in selling today and *what executive level buyers demand* from those to whom they give their loyalty.
- To understand the new definition of establishing rapport and *closing the sale*.
- Unique approaches to secure *more qualified appointments*.
- To reach and sell to top decision makers and *shorten your sales cycle*.

Available as a keynote or full-day training session.

How to Reach and Sell to Top Decision Makers

Developing the skills necessary to gain an audience with top decision makers is critical to your growth as a sales professional. Duane's highly effective approach is based on a real world understanding of the behaviors and thoughts of top executives who are always looking for relevant and useful business ideas.

IN THIS PRESENTATION, YOU WILL LEARN:

- What it takes to *establish business equality*.
- How executive level decision-makers think and how you can *capture the executive's attention*.
- To *identify and leverage trends, issues, threats, and opportunities* in the executive's world.
- To *establish rapport with gatekeepers* and enlist their support.
- How to leverage *voice mail as a competitive advantage*.

Available as a keynote or full-day training session.

Mastering the Mental Game of Sales

For centuries philosophers and super successful business people have said that we can achieve any goal that we conscientiously pursue. To accomplish our dreams, we must see ourselves in possession of that which we desire. When we fail, it is because we have lost sight of these principles. The sales game is won or lost on the 6-inch playing field between the ears!

IN THIS PRESENTATION, YOU WILL LEARN:

- How to flip the switch of *self motivation*.
- How to quickly *work thorough a sales slump*.
- How to *harness the power of listening*.
- How to *close with confidence*.
- How to *overcome the fear of rejection* and failure.

Available as a keynote address.

The Rules of Engagement

Highly successful people all share at least two important traits—the ability to communicate effectively and to accomplish meaningful goals in a timely fashion. This presentation provides participants with the critical understanding that we do not become successful alone and with the tools to get things done in today's ever-changing and fast-paced business environment.

IN THIS PRESENTATION, YOU WILL LEARN:

- To embrace and use the *power of credibility and trust*.
- To understand and *identify true connections*.
- To *become a gifted communicator* and to listen for what really matters.
- To *respond in effective and powerful ways*.

Available as a keynote or full-day training session.



Duane Cashin is a nationally-known motivational speaker with an extraordinary range of experience. In addition to leading successful sales organizations in several Fortune 500 companies, Duane built his own multi-million dollar event graphics company that served clients including the NFL, the 2002 Winter Olympics, Radio City Music Hall, MTV Studios, and Rockefeller Center. Duane brings a unique perspective to sales presentations and training sessions. Those who have attended his keynotes and workshops agree — *some speakers have depth of business experience — some present meaningful and actionable content — some are entertaining and engaging — Duane combines all three.*

Contact Duane to learn more about his Keynotes and Workshops
phone: 860-916-7081 email: duane@cashin-company.com