



# HOW THE WORLD'S TOP-PERFORMING SALESPEOPLE Outperform The Market

**A CUSTOMIZABLE PRESENTATION BY DIRK BEVERIDGE, FOUNDER UNLEASHWD**

The world's top-performing salespeople are not interested in "getting my fair share." They are laser-focused on EARNING more than their fair share. They have the mindset, skill sets, and execution capabilities to take more from the market than the market is willing to provide.

They EARN more than their fair share through an integrated sequence of interactions with the customers they strategically choose to invest in as a Sustaining Resource. In this session Dirk will detail exactly how these top performers position themselves in their territory and within their strategic accounts. You will leave with an understanding and a roadmap of the five critical success factors of outperforming the market.

## **FIVE CRITICAL SUCCESS FACTORS:**

- Customer obsession through needs analysis
- Run to problems with urgency
- Market-integrated solutions to improve the customer's business
- Recognize the customer's changing needs
- Deliver on the customer's desired business outcomes

## **AN OPTION TO ADD ON – UNLEASHWD LIFT & SHIFT™ WORKSHOP:**

Dirk will lead you through a proven framework that will help you identify your "biggest, baddest, boldest" idea from his keynote to lift and shift this "game changer" into your business. You'll identify your desired end result, the critical importance of your idea, the obstacles to execution, a plan for obliterating those obstacles, and then a specific path for moving forward. You'll return inspired to innovate and create change with momentum and commitment on your side.

