

While every program is custom-designed specifically for your organization, Scott engages audiences on the topic of distinction and provides the following takeaways for your attendees:

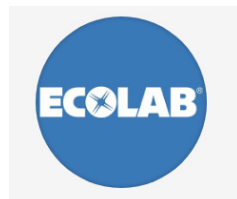
DISTINCTIVE SALES:

How To Stand Out In a Hyper-Competitive Marketplace

Our research shows that not only are most organizations selling customers and prospects exactly like their competitors, they're also not emphasizing the differences that will make them the superior choice. In this program, Scott shows the steps required to sell uniquely in a hyper-competitive marketplace.

Key takeaways:

- Sell the differences that make you a preferred choice
- Four ways to sell uniquely from your competition
- How to transcend transaction and develop loyal relationships for more sales
- The six key disconnections between sales professionals and their customers



"Our sales force is raving about Scott McKain!"
ECOLAB