

ARE YOU READY TO ROCK?



ROB LIANO

Best Selling Author - Sales Strategist - Dynamic Speaker

If all the world's a stage, Rob Liano is front and center! He's a visionary trailblazer who is consistently sought after for his groundbreaking methodology. Rob took center stage by co-writing a best selling book with renowned sales and business expert, Brian Tracy. His contemporary approach to traditional sales training became the catalyst for both companies and individuals to reach top producer status. Rob's action packed live presentations cover a wide range of sales topics intended to transform, preserve and increase your business.



Anyone can sell in a booming economy, but right now, can you afford to be just anyone? Is your sales force hungry for cutting edge, instantly adaptable insights that will open the door to closing more business? Rob's logical, infectious and

compelling message will change the way you look at the art of selling. He blends the best of old school techniques with modern innovation to create a fool proof system for success. Contact Rob today, you have nothing to lose . . . except sales.™

Our most popular topics include

Objection? Overruled!

- The mistaken identity of objections
- Turning the why into a buy
- Why rebuttals don't work
- Isolating the issue

Destination: Presentation

- Nine pieces to an engaging presentation
- Three ways to build value in a sale
- How to maintain or increase buying desire
- Head "objections" off before they happen
- Stop winging it

One Call Closing (certain industries)

- Four things that prevent the one call close
- Why you're losing sales
- Your checklist for one call closing
- Assuming the sale

If You're Not Closing, You're Losing™

- From qualifying to closing and beyond
- Establishing expertise
- The Training Triangle
- Discovering your motivation
- Why people purchase

Testimonials

Rob is not just another motivational speaker that you run into at sales meetings. He's a common sense speaker that makes you think, with easy to apply concepts that work.

Jerry Wisniewski CPP

I've studied sales since the late 1980's and I've never heard a better way to deal with objections.

Michael S McDowell - World Financial Group

Thank you for helping us raise our team's performance, and instilling a culture of sales excellence! Through your regular skill training and one on one work with our advisors, we have been able to raise our production by nearly 40 percent, in less than 3 months!

Wiley Long - Medigap Advisors

Rob is a great trainer and motivator. His high octane energy is contagious and his knowledge of the sales process extensive. Any sales professional who has the opportunity to work with Rob will see a great improvement in their sales and in themselves.

Jaime LHeureux

Want more? Inquire about: Sales is Service, Referrals & Retention, S.M.A.R.T Goals, Motivation Meltdown and Born to Sell!

All sessions can be modified to 30, 60 or 90 minute lengths