

Springtime at the Beach Workshops



Presenter: Jack Vincent



English language

Title: Selling in a Brave New World

Workshop Description:

(abbreviated workshop description will be available in the conference packet)

Wow! What a ride it's been. The proliferation of technology and the recent economic downturn have shifted the paradigm in today's business world. New rules and best practices are evolving as you read this!

This workshop is for everybody in sales, but particularly for those professionals who have left the corporate world for whatever reason and are starting their own businesses or joining small start-ups. They feel like experts in their technical areas, but now have to sell... or die. That's one half of this Brave New World of Sales.

The other half is the marketplace. The buyers... the prospective clients. They're scared right now, and probably will be for some time. They've seen downsizing all around them, and there aren't a lot of alternatives in the job market, either. With B2B prospects, your initiatives usually have to go through multiple decision-makers. Unlike the movie, *The Matrix*, your buyer might not always be willing to "show you how deep the rabbit hole goes." That's the Scary New World your buyer faces... and just part of what today's winning salespeople deal with every day.

Yet buyers do have access to a ton of information. They don't need you pushing product on them. They simply don't care about your product! But they do care about how you can help them diagnose their business opportunities and challenges, and then, only then, help them achieve their objectives. They do need an expert, a partner of sorts, who can communicate – not through pitching and trying to close – but through engaging and exploring, in a true two-way communication process that earns trust.

Welcome to "Selling in the Brave New World."

Full Biography:

(abbreviated biography will be available in the conference packet)

Jack Vincent has been in sales and marketing most of his career. He sold global sponsorship and TV broadcast rights to major sports events including the Olympic Games, World Cup Football and ATP Men's Tennis. Today, he advises large companies and start-up entrepreneurs in driving the top line. Jack graduated Syracuse University's School of Public Communications in 1979 and began his career as a journalist. He soon found himself marketing FMCG (fast-moving consumer goods) and launching

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new products in the U.S. and Europe. A demanding boss held him accountable: Jack had to manage a large sales team to sell what they had launched. He loved it. He loved selling. (And he loved his boss for pushing him to a new level.)

He once heard Warren Buffet and Bill Gates tell grad students at Columbia Business School that the most important skill in business is communication. “Yep, Warren, Bill and I agree,” Jack laughs. “Communication is critical in sales, but paradoxically, it’s not about the gift of the gab. The best sales people excel in listening and asking killer questions.”

The journalism skills that he acquired early on “were an absolute gift,” Jack believes. These skills have helped him in writing and public speaking. In 2006 he won the District 59 Humorous Speech Contest. In 2007, he followed up with an Educational Session entitled “Content is King.”

Jack’s blog “Brave New Sales,” has been described as “edgy, punchy and in-your-face”. He is currently writing a book entitled “Selling in the Brave New World – An Entrepreneur’s Guide to Driving The Top Line”. He hopes to have it in your face soon.

For now, you can check out his blog at www.BraveNewSales.com .