



301-633-5856

TESTIMONIALS

"Well, you said you would deliver and you certainly did!"

~ Linda DiMario, President and CEO
Arlington Texas CVB

"Thanks to you we increased the time our sales people are speaking directly with clients by 63.5% in the last 60 days."

~ Patsy Thomas
National Sales

Wyndham Hotels International

How To Out-Sell, Out-Market and Out-Promote **But Never** Out-Spend The Competition

Your Attendees Will Learn How To

- ❖ Immediately increase sales, reduce unnecessary discounting and boost the net profit on each deal.
- ❖ Double the amount of time they currently spend speaking directly to customers and prospects - Professional Persistence.
- ❖ To overcome objections with a special emphasis on price objections.
- ❖ Take direct aim on your competitors' high ROI clients.
- ❖ Eliminate 71% of the discounts currently being offered.
- ❖ Sell on value vs. price.
- ❖ Triple the current number of referrals generated.

www.BTodd.com

Bill Todd, is a high energy, humorous, business speaker and sales trainer with over a quarter century of front-line sales, marketing, customer service and social media experience.

He is the co-author, with Stephen Covey, of *Speaking of Success*.

Todd was cited as one of the world's top 35 sales experts in the bestselling book, *Top of the Sales Rankings*.

Todd has served as vice president of sales and marketing for Marriott International's Corporate Lodging Division. He also served as vice president, sales and industry marketing for 5000+ franchisees and 7 global brands of Choice International.

"I have heard nothing but rave reviews regarding your presentation. It was informative, interactive and well prepared. Many of the travel industry executives in the audience have asked me to book you again for next year."

Howard J. Hinton Chairman, Educational Committee Washington DC Chapter.

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