



SPEAKER PROSPECTUS



Greg Russak
Chief Conscientious Capitalist

“Make Sales Predictable by Making It a Process”

DESCRIPTION

Sales are ultimately what determines an organization’s success. Even the best organizations with the greatest people and first-class solutions will struggle to compete and grow without a sound sales strategy, a sales process that everyone understands and follows, and the sales tools that ensure that sales operate at peak efficiency. When all three – strategy, process, and operations – are developed and managed as a whole, sales become a much more predictable part of any business.

Depending on the audience, the event planner’s goals, and the time allotted, Sessions tend to run between 30 and 60 minutes. Each is framed by how to become a Trusted Adviser by being a Conscientious Capitalist.

HIGHLIGHTS/TAKEAWAYS

- Hacking Sales – Answering the 3 Big Questions of Sales
- Prospect Profiles – Translating and communicating product-market fit for salespeople
- 4 Steps to Creating a Value Proposition – Quantifying your ROI
- What It Takes to Make Quota – It’s math plus lots of persistence and hard work
- VITO Selling – Getting connected to the Very Important Top Officer
- Scripting the calls – Knowing the questions to ask, how to handle objections, and more
- The Power Email – Restating what was discussed, the implications, and the next steps
- Sales Project Plan – Documenting how decisions are made and managing decisions to it

SUMMARY

Entrepreneurs, business owners, senior executives, and sales team leaders are provided with more than just theory. Free (Creative Commons) tools and resources are integral to the session and made available to attendees.

A secular emphasis is made throughout on what being a Conscientious Capitalist means by focusing on the importance of how ethics, integrity, principles, and leadership behaviors form the culture of the sales organization and what that will mean to how the marketplace perceives the sales people and the company they represent.

“I confidently recommend Greg to any business group looking for a speaker”
- Joseph Fetzer, Director of Entrepreneurship and Innovation, Somerset County



I would highly recommend Greg to any organization or group looking for an engaging speaker on the ins and outs of sales.
- Jenny Sharpe, Program Director at Ascender.”