

# Become “The One”

## How to Consistently Hit Your Sales Targets and Turn Clients into Passionate Promoters.

*Mike Lipkin*

These days, excellence is the new mediocrity. Even being outstanding may not be enough. Only Preeminence counts. That’s when you become the benchmark by which all others are judged.

Learn from international sales guru, motivational speaker and researcher, Mike Lipkin, president of Environics/Lipkin, techniques for building relationships, gaining trust and delivering the “wow” with clients to increase sales. He’ll share tactics for making clients loyal by becoming their most valuable resource. Specifically, he will show you how to become a “custodian of your clients’ career”. Lipkin will share the secrets of Everyday Coaching, Issue Clarification, and Client-Bonding that will help you become part of your Clients’ inner circle. You will also learn how to thrive on crises and generate the enthusiasm you need to consistently attract success to you and your organization. It’s all about living in the “Sweet Spot” where you operate from your essential power, undistracted by the noise and negativity around you.

Do your clients cancel meetings to make time for you or are you cancelled so they have time for others? Lipkin will show you how to make every conversation count so that you earn the right to go back to your clients again and again. He’ll explain how to enhance your client’s confidence in you by building a powerful personal brand.

In this program you will:

- Discover how to captivate your clients and so that you differentiate yourself from your competition.
- Learn how to merchandize yourself as a uniquely valuable resource
- Learn how to sustain your passion and focus so you perform at your best every day.
- Learn how to help clients extract the right perspective from crises
- Understand how to market your services more effectively by understanding your client’s values
- Learn how to strengthen your relationship through every conversation
- Learn how to make clients want to talk to you by giving them what they want
- Learn how to deliver results through highly effective follow-through



**Call Mike on 416-917-6007 to learn how to empower your people to Consistently Hit Their Sales Targets and Turn Clients into Passionate Promoters.**