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How to sell, when no one is buying

Tony Morris

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Agenda

- What does the future of the sales environment look like?
- What will be the new opportunities for 2021?
- Are you fishing in the right pond?
- How to stay in the forefront of your customers and prospects minds
- How to get brand exposure and be perceived as the expert in your field
- Create your A-Z of industry/ success stories
- Create your products Vs client chessboard
- Develop an Amazon Table

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What does the future look like?

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Are you fishing in the right pond?



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Stay in your customers' mind



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Are you seen as an expert?



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A to Z of Success

Industry	Client	Purpose	Results
Automotive	BMW	Provided USB, Pens and pads for exhibition	Helped them capture 147 leads in 2 days
Banking	Metro	Provide pens for their branches	
Commercial property	Devono	Provided video business cards for their outreach campaign	
Data rooms	Imprima	Provided bottles for a direct mail campaign	It generated 4 new clients worth over £212,000, from an investment of £6,300

Product Vs Client Chessboard

	Sales Training	Leadership Training	Customer service training	The Apprentice Day	LIVE calling training	Exhibition training
Client 1	*	*			*	*
Client 2	*		*	*	*	
Client 3	*	*		*	*	

Imagine we swapped jobs

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Tony Morris

tony@tonymorrisinternational.com

03339 398 763

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Thank You!

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