

# seminars.

## SALES SEMINARS & KEYNOTE ADDRESS

### Motivating Sales Teams

Sales seminars, meetings and conventions should be inspiring, entertaining, and informative, all for the purpose of motivating sales professionals to higher levels of achievement. Anything short of this will leave sales teams feeling as though their time could have been spent better elsewhere; this is not the objective. The Water Group's accomplished, experienced sales professionals are prepared to deliver a keynote speaking engagement that will motivate your sales team to higher levels of performance and provide them with useful information, while doing so in an entertaining and uplifting manner.

### Tailored, Audience-Focused

Most sales-related seminars and speaking engagements are canned, one-size-fits-all endeavors in which the presenter simply delivers the content that he or she wants to deliver, with very little opportunity for tailoring. Our approach is different. We begin the process with an understanding of what the client wishes to accomplish through the seminar, and—together—we will craft an agenda that best accomplishes the seminar goals.

However, for those clients that prefer to receive suggestions of seminar content from our experts based on the popularity and success of the content delivered in other engagements, we offer a variety of proven seminar options to fit most every seminar theme, including (but not limited to):

#### Lessons of the Navel Orange

A spirited, engaging seminar or Keynote Address that reinforces and even educates sales professionals (of all levels of experience) on the few things that truly make sales professionals solid performers. This seminar can also be a complement to the popular book of the same name by author Tab Edwards entitled *Lessons of the Navel Orange* (Oxfordhill Press).

#### Managed Print Services

Our professionals have won more than \$500M in comprehensive, complex Managed Print Services (MPS) deals with companies of all sizes across multiple industries and countries. In addition, our book *MPS: Managed Print Services* is an Amazon.com Bestseller. We have integrated our years of MPS sales experience into our *Understanding and Selling Managed Print Services* seminar, that has resulted in an entertaining-yet-informative & effective program that our clients consistently recommend to their peers & colleagues.

#### Sales Juice!

This seminar is ... well ... simply a blast. The purpose of this 1-to-2-hour seminar is to entertain sales professionals, provide levity in the midst of long sales meetings, and to motivate sales professionals to go out and implement some of the ideas and concepts that we discuss in this fun-yet-informative seminar.

Over the years, The Water Group's professionals have delivered presentations, seminars, sales training sessions, and Keynote Addresses to companies around the world, and the reviews have been outstanding!

For further information, please contact us at: [Info@Water215.com](mailto:Info@Water215.com) or call 877.880.2754

