



## 2021 ANNUAL BUSINESS CONFERENCE

NOVEMBER 8-11 | VIRTUAL | WWW.BOTTLEDWATER.ORG



### Keynote Presentation: Sales EQ

Tuesday, November 9, 2021 ♦ 11:45 am – 12:45 pm EST

Gina Trimarco is a keynote speaker for Sales Gravy. She has 25+ years of experience in marketing, sales, business operations and people management, Gina has dedicated her career to helping people learn to become more agile communicators.

In this engaging keynote, participants gain insight on the power of Sales EQ – sales specific emotional intelligence - to keep prospects engaged, create true competitive differentiation, and shape and influence buying decisions.

1. How to answer the *5 Most Important Questions in Sales* to make it virtually impossible for prospects to say no.
2. How to shape and align the *3 Processes of Sales* to lock out competitors and shorten the sales cycle.
3. How to leverage *Non-Complementary Behavior* to eliminate resistance, conflict, and objections.
4. Sales call planning strategies and the 3 Questions that must be answered before every sales meeting.
5. How to employ the *Bridge Technique* to gain the micro-commitments and next steps that close the sale.

**Expected Outcomes:** The audience will gain insight into a new psychology of selling that gives them more control of the sales process, shapes the buying process, shortens the cycle, increases GP, and significantly improves deal win probability.

**Be sure to register for the IBWA Annual Business Conference** as soon as possible, if you haven't already, to reserve your spot! This can be done online at <https://bottledwater.org/2021-conference-events/>.