

Chief Rainmaker to Chief Executive Officer: Build Your High-Performing Sales Team

Why Attend?

Save yourself years of angst, increase your sales and make a lot more money faster. The transition from Chief Rainmaker to Chief Executive Officer is an arduous, often perilous, rite of passage. While it may seem counterintuitive that the company's best salesperson might be struggling to build a successful sales organization, it's true more often than not. Not understanding the reasons for this seeming conundrum or what to do about it, many owners waste tens to hundreds of thousands of dollars on failed attempts. Break the frustrating cycle of "hire, fire, and repeat." Attend this session.

"Great speaker! Totally validated the owner's struggle and provided a practical 'how to' roadmap."

Paul Witkay, CEO
Alliance of CEOs

"One of the most useful sales seminars I've ever attended. I made changes to our sales plan the next day."

Tim Ogles, CEO
SPI Group

What Will You Learn?

- 3 common reasons why CEOs struggle to create high-performing sales teams.
- The difference between a sales plan and a marketing plan.
- The 5 required components of a great sales plan.
- How the right sales plan will help you build a set of best practices that consistently generates leads, meetings, and orders.
- The 6 criteria for establishing your company's optimal sales structure.
- 5 innovative ideas to create and optimize your sales process and generate accurate forecasts.
- 15 great ways to hire, motivate, and develop a sales team that will reliably meet and exceed goals.

Who Should Attend?

Owners, CEOs, Presidents, and COOs of business-to-business companies who want a proven methodology for building a successful sales team faster and less expensively so that they can spend less time bringing in the business and more time managing and growing their business.

Speaker Bio



Sales and Marketing Expert
Michael Cannon

Michael Cannon is an internationally renowned sales and marketing effectiveness expert, dynamic speaker, and best-selling author, most recently coauthoring with Jay Conrad Levinson (*Guerrilla Marketing*), et al., *Marketing Strategies That Really Work! Promote Your Way to Millions*. An expert in working with B2B companies to increase revenue, profits, and marketshare, Michael has assisted hundreds of companies, as big as AT&T and as small as a one-person startup, to increase revenues up to 1,300%! He has over 20 years of sales and marketing, management, and founder's experience in the enterprise software, telecommunications, wireless, training, and professional services industries and has held positions ranging from Account Executive to VP of Sales to CEO.

Michael is Founder of the Silver Bullet Group and creator of the hugely successful Silver Bullet Sales Messaging System, a proven, proprietary methodology for dramatically improving the quality of B2B messaging. He has addressed numerous audiences around the world, including *Entrepreneur Magazine Sales and Marketing Radio Show*, the American Marketing Association, the Silicon Valley Product Management Association, the San Jose Silicon Valley Chamber of Commerce, Vistage International, and many more.