

THE IMPORTANCE OF BEING A CREATIVE CHAMELEON

Presented by:
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innovate.motivate.elevate.



**THE BEST WAY
TO SELL...**

**IS TO
STOP
SELLING**



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A LITTLE ABOUT ME



BILL PETRIE

Founder & Creative Director
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THE BEST WAY TO SELL IS TO STOP SELLING

People don't
like to be sold,
but they
LOVE to buy.



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STOP BEING A SALESPERSON



I've got
"solutions" –
wanna buy
one?



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YOUR AUDIENCE IS **CONNECTED**

- Information
- Choices
- Knowledge
- Access



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HOW DO YOU RECLAIM AN ADVANTAGE?



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CHANGE YOUR APPROACH

- Different metrics
- Cold calling is **dead**
- Don't chase new business
- Focus on details
- Question your value



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KNOW CLIENT NEEDS THE REAL ONES



What are **their** challenges?

What are **their** concerns?

How are **they** measured?

What is important to the **individual**?



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THE ANNUAL REVIEW



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CREATE WOW & WONDER



The **tools** you need

- Framing
- Impact
- Custom
- Discipline
- Critical thinking

The **tool** you DON'T need



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PRODUCT KNOWLEDGE



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TOOLS AT YOUR FINGERTIPS



- Suppliers
- Canva
- AI
 - ChatGPT
 - MidJourney
- ASI Research



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YOUR BEST TOOL



- Silence
- Single-Task
- Restrict Thinking
- Get Bored
- Non-Time & No-One
- Think **INSIDE** the Box



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KEY TAKEAWAYS



- **STOP** being a salesperson
- **CHANGE** your approach
- Uncover needs **BEFORE** you meet
- Develop the **RIGHT** skills
- **USE** the proper tools



THE BEST WAY TO SELL...



IS TO STOP SELLING!





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