

LEE SALZ

Sales Management Strategist

Business owners, executives, and salespeople are endlessly searching for ways to differentiate themselves to win new accounts and grow existing ones while protecting margins. Most executives think *marketing* is the sole source of differentiation. But what about *sales*? This commonly neglected differentiation opportunity reveals the secret to opening doors with complacent prospects and engaging buyers in a meaningful way to...



Win More Deals at the Prices You Want!®

"Lee nailed it! He brought energy, content, and entertainment to the stage... the perfect speaker trifecta. Our attendees said he was the highlight of the conference."

—Jerry L. Mills, Founder & CEO, B2BCFO®

When salespeople aren't winning deals at desired levels or price points, business owners and executives turn to Lee Salz for answers. Lee literally wrote the book (actually, three international bestsellers) on *Sales Differentiation®* strategy to differentiate what and how you sell.

He's a widely-acclaimed sales management strategist inspiring audiences around the world with actionable strategies and tactics that they can immediately put into practice. A master storyteller, he has audiences on the edge of their seats as they learn how to outsell the competition.

"Simply awesome! Lee delivered a masterful virtual keynote last year and a fantastic in-person keynote this year. My people have become huge Lee Salz fans!"

— Michael Groeger, Vice President, Group Commercial & Specialty Sales
BlueCross® BlueShield® of Arizona

Lee's Keynotes, Breakouts, and Workshops

Move the Sales Needle!™

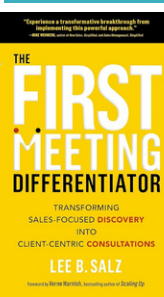
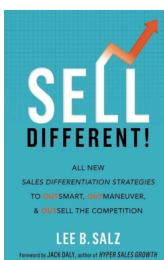
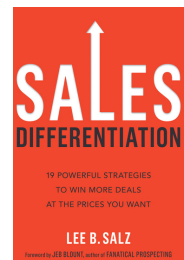
Buyers are tuning out traditional sales approaches. Yet salespeople are still expected to hit their numbers without dropping their prices. How do they do that today? They need to *Sell Different!* Every buyer interaction is an opportunity to create meaningful differentiation, yet most salespeople sound just like their competitors. When buyers can't distinguish meaningful differences, price becomes the deciding factor. Lee shares practical, immediately actionable strategies to outsmart, outmaneuver, and outsell the competition by differentiating the buyer decision-making journey: from initial outreach through the final buying decision.

Sales Differentiation® Your Unfair Selling Advantage

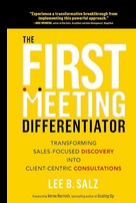
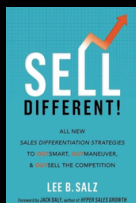
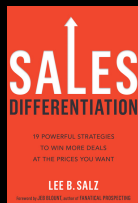
"If we don't drop our price, we will lose the deal." That's the desperate cry from salespeople competing in crowded marketplaces. While the easy answer is to lower prices, the company often sacrifices margins unnecessarily. What's the solution? Sales Differentiation® strategy! Lee teaches audiences how to uncover their meaningful differentiators and position them in ways that buyers immediately recognize and value. Because when buyers don't perceive meaningful differences, price becomes the differentiator, and that's a battle few companies want to fight.

Prospecting Differentiated™

Salespeople blast generic emails, leave forgettable voicemails, send meaningless LinkedIn connection requests, and wonder why nobody engages with them. Meanwhile, sales managers, executives, and business owners watch pipelines dry up and revenue goals missed. That's not prospecting. It's cold-calling. Today's buyers don't tolerate random, generic outreach. Lee shares creative prospecting strategies, tactics, and techniques that differentiate your outreach, spark buyer curiosity, open more doors, and build healthier sales pipelines.



Have Lee at Your Next Event! • (763) 416-4321 • LSalz@SalesArchitects.com



Building Sales**PEOPLE** into World-Class Sales**FORCES**™

Endorsements

"Lee's *Move the Sales Needle!* message on differentiating how you sell struck a powerful chord with our team at exactly the right time. Lee is energetic, engaging, and genuinely funny. He provided practical strategies our team could implement right away to improve performance and protect margin. If you're looking for a keynote speaker who combines high energy with actionable takeaways, we highly recommend Lee Salz."

— Holli Lloyd, Comcast Business, Sr. Director, Marketing, Beltway Region

"Lee delivered a dynamic and relatable workshop to our sales team. His key focus of *Sales Differentiation*® resonated well with our team and he provided real-world examples of how to effectively apply his strategies to become more successful. Lee is a captivating speaker that uses the right mix of experience, humor and practical ideas to get salespeople to think and act differently when selling. Book him. He's worth the investment!"

— Corey Rogers, Marketing Manager, Hyundai Construction Equipment, Americas

"Lee's *Move the Sales Needle!* keynote was the highlight of our sales meeting. Energy... Humor... Content... His talk had it all, and it was fully tailored to our company which our team loved!"

— Scott Halperin, Senior Vice President, Vensure

"During *Move the Sales Needle!* workshop, Lee brought incredible energy and expertise to our sales and marketing leadership workshop. Attendees walked away with practical takeaways they can put into action right away. His engaging style kept the entire group involved and sparked meaningful conversations."

— Lexie Baker, Training / Marketing Manager, CSC Network

"Lee Salz's *Move the Sales Needle!* workshop was a game-changer for our team. The engaging session challenged us to rethink our sales strategies and sharpen our skills. Lee is a top-notch facilitator who uses positive energy to draw out valuable insights. We left the workshop feeling motivated and equipped with actionable strategies to win more deals."

— Kirk Benson, Director of Hospitality Sales, NCBP, Inc.

"Lee's energy and enthusiasm for the topic of *Sales Differentiation*® was infectious. His exceptional presentation inspired our sales team to embrace the concepts of value selling to overcome the challenge of "price" before it ever enters the conversation. Lee's keynote will have a great impact on the success of our company this year and going forward."

— Alex Evans, Vice President of Sales Operations & Effectiveness, Majestic Steel

"The audience participation and reaction to your presentation was a reflection of you and your message. Look no further than the fact you sold out of your books after your presentation. That never happens! If anyone is looking for a talented, professional, and entertaining speaker on the most under-appreciated aspect of the sales process, *Sales Differentiation*®, Lee Salz is the person to select, hands down."

— Mark DePasquale, CEO, National Portable Storage Association

"Lee spoke to our team of 100 sales professionals and ignited new ideas, spurred collaboration, and provided easy tools to help our team refine and sharpen their sales process. The team spoke so highly of Lee's presentation style. Lee has proven time and time again to be a great partner, and our sales team has reached out to him for advice."

— Courtney Enser, Vice President of Sales, Millcraft

"Lee's energy with the group, storytelling, and delivery style helped our team learn *Sales Differentiation*® concepts. Lee also is helping us indoctrinate the strategy with our salespeople to ensure the strategy is understood and followed."

— Scott Christensen, Vice President Business Development, NuAire

"Lee Salz delivered a powerful full-day seminar that fundamentally changed how our manufacturing sales team thinks about selling, moving us beyond specs and price to the emotional drivers that actually win business. His preparation and commitment ensured a real return on our investment."

— Jim Egan, Chief Revenue Officer, General Kinematics

"Lee gave an incredible presentation at our inaugural industry event that really resonated with all of the attendees. This may sound simple but our industry is not known for accepting "salespeople" with a "sales message". Lee was able to connect with our group because of the intensive background work he did on our industry, but more importantly with his delivery and style. Through humor, great stories and a real personal touch he delivered the message of the value a "salesperson" brings to their clients."

— Scott Klein, President, Your Hearing Network

"I had high expectations for Lee's *Move the Sales Needle!* workshop, and he blew them out of the water."

— Joel Bruning, Sales Manager, Vulcraft Division of Nucor

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