



Dan Cole's Master Class

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**EXHIBIT
SALES**
ROUNDTABLE

February 27, 2025

infocomm



Agenda

- Create Your Elevator Pitch
- AI/Chat GPT
- S.U.R.E.
- Long-term Clients
- Ideas to Sell Buy
- Open-Ended Questions
- Words Matter
- Always Be Learning (ABL)

Create Your Elevator Pitch

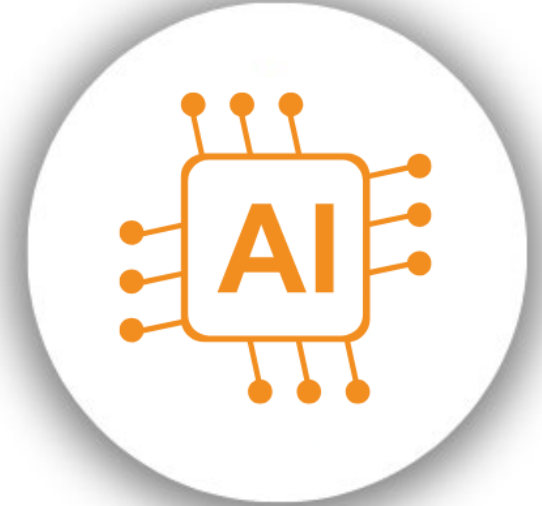
Two Minutes to Make the Sale

- Your prospect answered the phone - is your elevator pitch ready?
- Don't waste one second of your elevator pitch.
- What makes an elevator pitch:
 - Sing;
 - What dulls it; and,
 - How to know when it needs a tuning.

AI/Chat GPT

My Daily Routine

- Tools used
- When I use them
- How often
- Lessons learned





S.U.R.E. We Can!

Outward Turns Inward

- **S**ense of
- **U**rgency
- **R**esponsiveness and
- **E**mpathy

Our Most Treasured – Long Term Clients

They Become Advocates

- Offer feedback
- Enhance our brand
- Encourage repeat business

How to Keep Them

- Establish a foundation of trust
- Communicate transparently
- Keep your word
- Over deliver

You Don't Know Everything

Ideas to Sell Buy

- ① “I’ll See You at the Bell”
- ② “No”...Not Necessarily
- ③ You Don’t Know Jack
- ④ Features tell. Benefits sell.



Soft Sales

Productive Open-Ended Questions/Phrases

“Has there ever been a time...”

“Just to clarify my thinking...”

“Just suppose for a moment...”

“Some of our happiest clients felt the same way until...”

“What is your biggest challenge right now?

Make ‘em sick and make ‘em well.

“I’m sorry. It will never happen again. What can I do to make this right?”



Words Matter

Replace Hard with Soft Words

- Price or Cost to Investment or Value
- Contract to Agreement
- Product to Solution
- Customer to Client
- Floor Plan to Bird's Eye Overview
- Prospectus to Brochure
- Discount to Incentive
- Problem to Challenge

Always Be Learning (ABL)



Books:

- *Greatest Salesman in the World* by Og Mandino
- *The 7 Habits of Highly Effective People* by Stephen Covey
- *Rhinoceros Success* by Scott Alexander
- *The Sales Bible* by Geoffrey Gitomer
- *Zapp! The Lightning of Empowerment* by William Byham and Jeff Cox
- *Anything* by Stephen Schiffman

My Thoughts: Dan's LinkedIn Articles (also on Lippman Connects resource page)