

# Stealth Value

## Find the stealth value and grow your sales

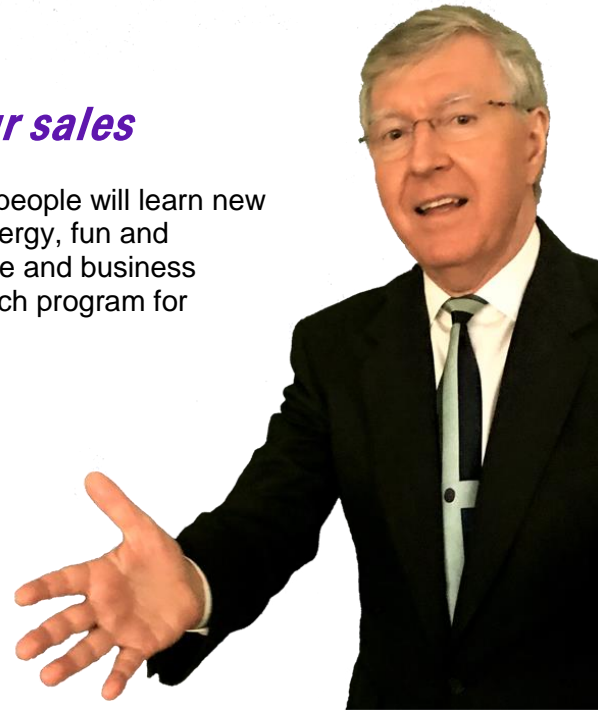
When Don Shapiro shares his discoveries on customer value, your people will learn new ways to grow their business at more profitable prices. Don's high energy, fun and interactive program has helped highly trained, producing salespeople and business owners in 25 industries boost sales by over 20%. He customizes each program for your industry, company, offer and challenges.

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**"Don customized his program to our team's specific improvement areas. He was very personable and entertaining to keep everyone's attention. My team has delivered significant growth numbers ever since."**

Steve Oberle, Vice President Sales, ZyXEL Technology

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Don listened to over 2500 salespeople talk with customers and 2000 salespeople called on him as a decision maker. He learned the truth about how customers figure out what they value and use value to decide what they buy. Don uncovered some "stealth" reasons why customers actually say yes and no that even top producers sometimes miss..

## Stealth Value helps salespeople profitably exceed their goals and forecast

- **More Information**  
Gather more information that holds the key to closing the sale
- **More Accurate Interpretation**  
More accurately interpret what customers say and use this to move the sale forward
- **Better Sales Strategies**  
Develop better strategies to lead more customers to buy
- **Higher Profit Margins**  
Raise profit margins by raising the customer's perceptions of value
- **Edge out the competition more often**  
Find more insights to gain a competitive edge

**Your people will be motivated to learn more about their customers and more accurately interpret what they hear. What they learn will help them close more sales at better margins.**

## Stealth Value teaches your salespeople the truth about customer value

- How customers figure out what they value
- How customers use value to decide what they buy
- Why value is not about your price
- Why you can't sell value to your customers
- How to raise the customer's perceptions of value

**Your sales team will gather more information from customers, more accurately interpret what they hear, and make better decisions about what to do next to move the sale forward**

To book Don or brainstorm the possibilities - [donshapiro@firstconcepts.com](mailto:donshapiro@firstconcepts.com) 202-255-3727

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## **About Don Shapiro “The eyes of the customer”**

Don Shapiro has an uncanny ability to understand how customers think. His discoveries on customer value has helped salespeople and business owners in 25 industries boost their sales. He is the President of [First Concepts Consultants, Inc.](#), advisers on stealth value, sales, growth, strategy and leadership. Don does more than motivate. His customized programs boost sales.

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**"Thank you for your extraordinary presentation. It was exciting to see how impressed the dealers were with your customized program."**

Carol Roder, Coleman Spas

**"Our field representatives said your program on selling was the best they have ever heard and the strategies you shared were new to them. These are representatives who have taken every sales training program available. "**

Patrick Finley, Plasters and Cement Masons

**"Thank you for speaking at Sales & Marketing Executives. You made me look like a hero! The raves are pouring in."**

Patricia Fripp, CPAE, Past President, National Speakers Association

**"You spent a lot of time talking to our employees. This enabled you to come across as 'one of us' and really impressed our people. Your presentation at our Before Need Sales Conference was outstanding."**

Gary Olson, Forest Lawn Memorial Parks

**"It's difficult to hold the attention of 135 salespeople and managers and keep their interest level high. You were able to do both and do it well. Dynamic."**

Gail Gibson, Volt Workforce Solutions

**"Appreciate your efforts giving eleven talks to various personnel. Each talk was customized. There was much meat to your presentation yet just enough humor and antidotes to keep them on the edge of their chair."**

Jim Bowyer, Western Exterminator

**"Thank you for your inspirational and educational presentation. Everyone I spoke with raved about it."**

Nancy Sewell, California Association of Realtors

**"You were a delight to work with not to mention your impressive presentation."**

Kelly Macheza, Elscint

**"I don't know when I've heard such an enthusiastic and enjoyable speaker. You were just tremendous."**

Jim Hartschuh, Fasfax

**[Don Shapiro also thrills groups with his fresh and insightful programs on Leadership, Teamwork, Communications, and Change](#)**