

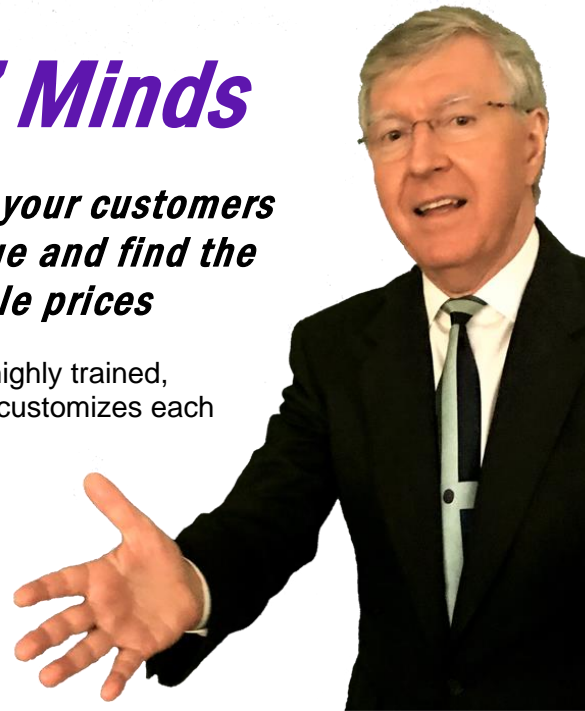
Read Your Customers' Minds

Grow sales faster by learning more about what your customers think. Raise your customer's perceptions of value and find the best strategies to win more deals at profitable prices

Don Shapiro's high energy, fun and interactive program has helped highly trained, producing salespeople in 25 industries boost sales by over 20%. He customizes each program for your industry, company, offer, challenges and meeting.

"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



Here's the challenge Don addresses head on

He listened to over 2500 salespeople talk with customers and 2000 salespeople called on him as a decision maker. Don saw too many situations where a salespeople didn't seek out enough information and figure out what it meant that could have helped them win more deals.

- ◆ Most salespeople don't gather enough information from decision makers and influencers
- ◆ When a prospect says something that could be important, some salespeople don't pick up on it
- ◆ Too often salespeople don't accurately interpret some statements that prospects make
- ◆ Salespeople can fail to use the information they gather to improve their sales strategies
- ◆ Many salespeople don't fully understand the business metrics and job responsibilities of the prospect

"Salespeople focus too much on making the sale instead of understanding their customers"

Don helps salespeople profitably exceed their goals and forecast

- **More Information**
Gather more information that holds the key to closing the sale and boosting win rates
- **More Accurate Interpretation**
More accurately interpret what customers say and use this to move the sale forward
- **Better Sales Strategies**
Use this information to develop better strategies to lead more customers to buy
- **Higher Perceptions of Value and Better Profit Margins**
Focus on all the issues customers use to figure out the value they see
- **Edge out the competition more often**
Find more insights to gain a competitive edge

Your people will learn more about their customers and more accurately interpret what they hear. This will help them close more sales at better margins.

To book Don or brainstorm the possibilities - donshapiro@firstconcepts.com 202-255-3727

About Don Shapiro “The eyes of the customer”

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

“The deeper we understand our customers, the better we can sell them.”

"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 (MRI's and CT Scanners)

"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](#)