**Jeff Molander, Sales Communications Expert, Founder of Communications Edge Inc., and Creator of the Spark Selling Technique**

**Keynote topics include:**

***Social Selling on Steroids: Sparking customers' curiosity***

We're over a decade into "Social Selling." So why do customers see everything sellers do and say as insincere ploys? Why are we so easily ignored or deleted? How can we earn attention, engagement and appointments with buyers? Jeff will show your audience a surprisingly practical answer: Sparking customers' curiosity. Discover how to speed-up prospecting by slowing down, provoking curiosity of buyers. Then connecting it to traditional selling processes. Your audience will leave this session with:​

* New insight on why most sellers struggle to earn conversations with digital tools (and what to do instead)
* An effective, repeatable way to engage buyers using LinkedIn, email and voicemail
* Clear next steps to get more appointments by sparking customers' curiosity in products

***The 7 Habits of Successful Social Sellers***

It's a bad time to be average in sales. Earning attention and conversations with decision-makers has never been this difficult. Gone are the days of telling compelling stories or asking, "are you the appropriate person to speak with?" as a way in. Today's buyers are defensive, armed with caller ID, ad blockers and smell your commission breath from a mile away. They're expert at avoiding interruption. Jeff will show your audience a systematic way to:

* Spark curiosity in potential buyers
* Slow down, earn permission to converse first, meet later
* Focus on pulling, attracting conversations via problem solving
* Get rid of self-defeating copywriting/communication habits once and for all