

# CHANGE AHEAD!

## *Navigating Sales Turmoil to Transform Sales Outcomes*

In this riveting keynote, Adrian takes your audience through his personal journey from a life of domestic turmoil, followed by homelessness, to a life of empowerment and sales success.

Adrian uses his personal journey as a metaphor to inspire and energize your sales team to face change head on - no matter what! His approach to arriving at the places we need to go have been described as “electrifying,” “provocative,” and “transformational.”

### **Sales leaders engage Adrian when:**

1. They are frustrated with being forced to sell on price.
2. They need to move the needle on their sales performance.
3. They want their sales team to fearlessly call on CEOs.

## **BIOGRAPHY**

Like you, strategic sales expert and author Adrian Davis believes that sales is a valuable service. Adrian shares with advanced manufacturers how salespeople can elevate their role by really connecting with their customers and prospects. Adrian practices what he preaches. He connects with his audiences with real-life stories and openness in a way that creates intimacy and trust. He always tailors his content to focus on your most important sales challenges.

As President & CEO of management consulting firm Whetstone Inc., Adrian has worked with the world’s leading corporations. Companies such as Dupont, Johnson & Johnson and ITW have partnered with Adrian to create greater value for their customers. He is a Certified Speaking Professional (CSP), a certified Professional in Business Process Management (P.BPM) and a Certified Competitive Intelligence Professional (CIP). The author of Human-to-Human Selling, Adrian is an internationally recognized, thought-provoking speaker and trusted advisor to CEOs and sales leaders. He is frequently called upon to address executive teams and sales groups on the subjects of selling value and sales excellence.

## **CLIENTS**

Johnson & Johnson **TEMPEL** **ITW**

**FANUC** **DU PONT** **PREMIER TECH** **SellingPower**  
CHRONOS



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## **ADRIAN DAVIS**

THE VALUE SELLING EXPERT

**CONNECT WITH ADRIAN NOW!**

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416-816-4770

## **TESTIMONIALS**

*The training that Adrian provided for us was excellent. Adrian did an incredible job connecting with the team & making the message relevant. Every team member was engaged with the material and has raved about the program. We were extremely pleased.*

*~ Brett Meadows, National Sales Training Manager at Gordon Food Service -Canada*

*If you have the opportunity to participate in a training program led by Adrian Davis, I would highly recommend doing so. He is the consummate professional. He is entertaining, engaging, and creative in driving home the course key concepts.*

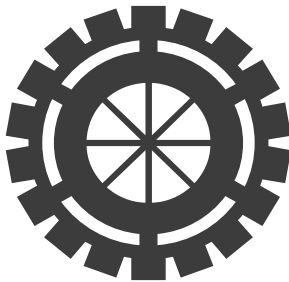
*~ Edward Zupanc, Corporate Account Executive at SUEZ – Water Technologies & Solutions*



ADRIAN DAVIS

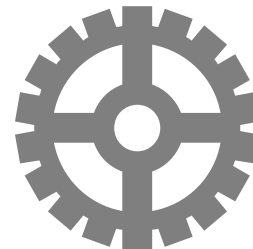
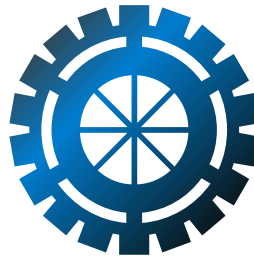
**BRING THE  
POWER OF  
VALUE SELLING  
MASTERY  
TO YOUR  
ORGANIZATION.**

Adrian specializes in helping sales teams like yours connect three vital areas needed for sustainable sales performance: **corporate strategy, customer strategies, and sales execution.** Missing even ONE of these key factors means you're missing out on sales every single day.



CORPORATE STRATEGY

CUSTOMER STRATEGIES



SALES EXECUTION

## SIGNATURE PROGRAM

Here's how Value Selling Mastery fits into what you're already doing:



While Value Selling Mastery is a lot more than sales training. It will make any sales training you've already invested in more effective, more powerful, and more lasting. This 8-week program is for experienced sales professionals and it is a great follow up program to Adrian's keynote. It focuses on the most essential elements that will have the fastest impact and shorten the time to new revenue. It is filled with "do it now" tools and exercises. The emphasis is on action and outcomes NOT "training". This program builds meaningful, lasting skills that drive greater revenue.