# Your Topic Hit Home!

###### :: Jimmy Taylor, VP, US Sales of IHG Hotels on [Tim Sanders](http://www.cmispeakers.com/index.php/keynote-speakers/tim-sanders/)

Earlier this week, Tim Sanders gave a talk for several hundred Directors of Sales and Marketing at IHG. He talked about the three ways to build a culture that delivers sales - confidence, connections and contribution. From the mind to the mouth to your actions…this prescription will help you win the deal or, as he explained yesterday, build the Love Story with your customer. See below for comments from a very happy VP of Sales.

“The message you delivered to our sales teams yesterday was absolutely perfect! I have received so many comments about how much your topic hit home with them. I appreciate the homework you did to prepare for our session and I hope to cross paths with you again in the future.”