

Craig  
Harrison's  
Popular Sales  
Presentations



Inspiring Stellar Sales and Service Leadership



• Speaker • Trainer  
• Consultant



Past President  
International  
Customer Service  
Association  
for the SF Bay Area  
&  
Silicon Valley



Past  
President  
National  
Speakers  
Association,  
Northern California  
Chapter



### Your Sixteen Second Success...The Elevator Speech!

Break the ice, build rapport, uncover needs and sell your products or service in the time it takes to ride an elevator with a stranger...with your **Elevator Speech**. Get asked questions, position yourself and extend your sphere of influence with your elevator speech.



### Take the Chill Out of Cold Calls

Whether you're selling a product, service or yourself, learn to bypass gatekeepers, reach decision makers, showcase your unique selling proposition and handle objections as you close more sales with your **cold calling** script. Also learn to create a cold calling toolkit, up-sell and cross-sell with confidence. **It's your call!**



### Sales Through Storytelling: Story Tell, Story Sell

Leverage the power of **storytelling** to powerfully sell you products and services. Take past successes and share them using Craig's simple storytelling format. Your memorable stories will resonate emotionally with listeners, showcase qualities, skills, experience and values, and lead to more sales!



### Jest Practices!

#### A Best Practices for Humor in the Workplace

Raise your department, team or organization's humor quotient and watch the benefits accrue! Increase productivity, enhance team building, encourage creativity and improve workplace esprit de corps. Let Craig teach you best practices for humor in the workplace. No kidding! This program is FUN!



• Speaker • Trainer  
 • Consultant



Past President  
 International  
 Customer Service  
 Association  
 for the SF Bay Area  
 &  
 Silicon Valley



Past  
 President  
 National  
 Speakers  
 Association,  
 Northern California  
 Chapter



### Presenting...You! Presentation Skills for Professionals

Many intelligent professionals are suddenly reduced to nerves and numbness when pressed to make a formal presentation. Add presentation and public speaking skills to your communication portfolio. Learn powerful openings, ways of connecting, how to build rapport and persuade with confidence. Understand gestures, body language and closing skills!



### Bypassing Gatekeepers to Close Decision-Makers

Are you blocked at the gate by gatekeepers intent on keeping you at bay from decision-makers? Learn how to bypass, leverage and enlist gatekeepers to champion you to success. Close more sales by getting directly to those with the power to say yes. Craig teaches you how to bypass gatekeepers on the phone and in person on your way to closing more sales.



### Dealing with Difficult Questions & Questioners

Learn proven strategies to **diffuse hostile questions, hostile questioners and volatile situations** you will inevitably encounter. Gain confidence in impromptu speaking situations, learn to pre-empt difficult questions and discover ways to finesse your question and questioner to win-wins.



### Listening: The Forgotten Communication Skill

Miscommunication as a result of poor listening skills costs millions of dollars and countless hours of wasted time. Have we gotten your attention yet? Learn about listening vs. hearing, uncover the meta-message in communications and learn how gender and other variables alter listening skills. Learn to become a powerful listener.