

Barry Moniak Presents

Fearless Sales Communication

Say what needs to be said – and live to tell about it!



“To be a thought leader, market leader, or change the world – you have to give up the need to be liked. Telling people what they want to hear makes you popular. Telling people what they need to hear makes you relevant, empowering, and significant.” ~ Randy Gage

When sales leaders say what needs to be said, not just what people want to hear, they are seen as straightforward and empowering – or jerks.

It all depends on the tone, language, time and place they choose to say it – *which is dependent on how those receiving the communication need to hear it.*

Do we have the courage to ask the hard questions? Are we courageous enough to mindfully listen to the responses? Can we befriend the fear of being genuine and honest, or are we too afraid of being unpopular or, god forbid, lose a sale?

Fearless sales leaders don't choose between being effective or popular – they're both. They welcome diversity of ideas between buyer and seller – and handle resistant pushback by understanding and befriending the fear encountered in the sales process.

Incorporate fearless sales leadership communication into the fabric of your organization. Create mutually reliant sales teams and build trusting customer relationships that produce outstanding results.

Barry's been a practicing sales leadership consultant / trainer for 30 years. In his deeply insightful and entertaining presentations, you experience delightful personal experiences and profound professional discovery.

There are speakers who consult and consultants who speak. Barry's both. Experience and expertise come to life in customized presentations – creating an amazing event.

This is the *End In Mind* we have for you.



“Mission-minded leaders create fearless winning teams”