

David TOPUS

SALES MESSAGING & READINESS

Communication is the lifeblood of the sales process. It is also the foundation of sales readiness. Whether over the phone, across the desk, through the mail, or on the screen, how well we communicate makes all the difference. CLEAR, CONSISTENT and COMPELLING communication is the key in today's marketplace.

For more than 18 years David Topus has been enabling salespeople to articulate their value propositions more effectively. He uses a proprietary method that shows salespeople how to break through the din of the marketplace and deliver their sales messages more powerfully and persuasively.

A PROVEN MODEL FOR COMMUNICATION EXCELLENCE

The Topus model includes three elements that translate into proven, measurable results for salespeople:

- Use of all communication channels in a strategic, concerted way to create a communication strategy
- Use of customer-, solution-, and outcome-centered words and concepts to create high levels of perceived value
- Use of interpersonal communication techniques that result in relationships of trust, credibility and mutual respect

HIGHLY TACTICAL TRAININGS THAT ENABLE, EQUIP AND EMPOWER

- **STRATEGIC SALES MESSAGING** – shows how to create value and cultivate opportunities by using communication channels more strategically throughout a structured, clearly-defined communication process, and by applying the principles of customer-, solution-, and outcome-centered content in all customer presentations.
- **SALES COMMUNICATION MASTERY** – an advanced course that shows how to build high-quality relationships as a foundation for value-based messaging, to build complete communication strategies, and to deliver message content to executive level decision makers that are tied to their most pressing business issues.
- **SALES WRITING AND STRATEGIC COMMUNICATION** – shows how to use written communication (emails, letters, proposals) as the cornerstone of an account development strategy. Teaches salespeople how to write customer-centric presentations to position their capabilities as solutions to customers issues.

ADDITIONAL SERVICES TO SUPPORT AND REINFORCE SKILLS

- **COMMUNICATION SKILLS ASSESSMENT** – gauges present skill level across a variety of communication components, including use of communication channels, ability to position solutions to customer issues, and interpersonal skills to build high-quality relationships.
- **COMMUNICATION STRATEGY AND CONTENT CONSULTING** – analysis and recommendations for improving communication impact. Looks at methods of delivery and content of message in the existing sales process.

DECADES OF EXPERIENCE WITH LEADING COMPANIES

Over the years David has worked with corporations large and small, across the country and around the world, bringing tactical solutions to a variety of communication challenges. Clients including Siemens, GE, Gannett Broadcasting, Ikon Office Solutions, Rockwell Automation and NBC Universal.

