



*Convert Contacts to Contracts*



*IT Effectiveness & User Adoption Consulting*

# Sales Accelerator Series

A webinar series brought to you by  
2 Comma Sales & Tri Tuns

## Series Overview

With tight budgets and hiring freezes, maximizing results from your existing sales force is one of the most cost effective investments you can make. This series will give you the powerful insights you need to meet your evolving customers' needs. We help you cut through the noise by shifting the focus from delivering sales "tools" to maximizing your *sales effectiveness* and closing more deals now.

## Key Focal Points

The Sales Accelerator Series will address key issues like:

- Avoiding the CRM trap – sales automation & management alone will not close more deals
- Enabling more effective & relevant sales conversations that move deals forward
- Increasing face-to-face selling time and convert customer insight into actions that wins deals
- Compressing the sales cycle by matching the message to the buying influence
- Accelerating sales of products & services into new markets and learn how to communicate value, respond to objections, and ask impactful questions
- Reducing preparation time and sales admin overhead using a sales playbook to get real-time access to information when you need it
- Closing more deals faster - with a lower cost of sales - through enterprise adoption of your CRM

We invite you to attend this series and to share these insights with others in your organization. If you cannot attend one of the live sessions, please contact us to arrange a private session for you or your entire team.

## Sponsored By:

### **2 Comma Sales**

2 Comma Sales specializes in tailoring sales best practices and productivity tools to meet specific company needs. We provide the highest level of service to our select, prestigious clients. We have developed and implemented national sales programs and tools used by sales teams such as DuPont, LexisNexis, and XO Telecommunications. [www.2CommaSales.com](http://www.2CommaSales.com)

### **Tri Tuns**

Tri Tuns, LLC is an IT and Organizational Effectiveness consulting company specializing in driving and sustaining effective user adoption of IT systems. We work at the intersection of technology, process, culture and people to help clients actually achieved measurable business benefits from their technology investments. Tri Tuns combines advanced technology implementation expertise with advanced knowledge of organization development and employee engagement techniques to effectively drive desired user behavior. [www.TriTuns.com](http://www.TriTuns.com)