

# KATIE MYERS

## SALES EXPERT

CEO, CR Conversations

Founder, The Conversation Club



### ABOUT KATIE

Katie Myers is a nationally renowned sales coach, trainer, speaker and author, who has transformed how hundreds of entrepreneurs feel and succeed in sales. Through her proven strategies, realized from over a decade of sales experience, she guides entrepreneurs and sales professionals through the step-by-step strategies to avoid the entrepreneurial “f” word, failure, and find success and confidence in their sales conversations. Katie is the founder of CR Conversations and her programs, The Core Conversations and Own Your “F” Words, yield processes that drive results, build revenue and create long-lasting client relationships.

When Katie isn't leading entrepreneurs to sales success, she can be found enjoying trips to local breweries and cocktail bars with her fiancé Henry and loving on her fur-babies, Vinny, Theo and Greg.

### TOPICS OF EXPERTISE

- Sales mindset/overcoming "F" words
- Leveraging your existing database
- Utilizing your systems/tools/CRM
- Effective and efficient follow-up
- Nurturing customer relationships
- Asking for and gaining referrals
- Relationship driven sales strategy
- Processes for prospecting and developing a pipeline

### SIGNATURE TALKS

#### Leverage, to level up

You hustle, you network, you make connections, but are you maximizing your efforts? The #1 cause for lack of sales success is dropping the ball in follow-up/relationship building. You have created a goldmine of connections but are you leveraging your systems and connections to generate a pipeline and serve more people? Learn how to leverage your database, your connections and systems to take your biz to the next level.

#### Main Take-Aways

- Learn the proven strategies for efficient and effective follow-up
- Gain a new perspective on how to utilize the systems that are available to you
- Step in to the next level of your biz by maximizing your current efforts

#### From selling to serving

The only difference between selling and serving is your intention. If you are here to build relationships, make an impact and change lives then you have to be in the mindset of serving. Learn how to shift your perspective around sales to enhance your goal setting, accomplishing your sales goals, managing your sales activities and shifting your messaging to a serving mentality.

#### Main Take-Aways

- Leave connected and confident in your sales conversations
- Gain tools for shifting your messaging and actions from selling to serving
- Utilize resources and tools to create life-long customer relationships that produce on-going opportunity