



Bring the  
profit-rich  
power of  
Sales Culture  
to your  
organization.

*“Sales Culture is WAY more than sales training! Todd instills a mindset and skill sets that are far more powerful, meaningful, and lasting. Sales Culture shows sales leaders at companies of all sizes how to multiply their sales effectiveness by harnessing the power of the entire organization and ALL its stakeholders in the pursuit of closing sales. Bigger sales. Better sales. More sales. THAT is the result of implementing Todd’s strategies.”*

— David Newman,  
President, Do It! Marketing

*“I have been impressed over and over again with Todd’s passion and commitment to the idea that ‘we’re all in sales.’ He lives and breathes the principles he espouses and has a genuine interest in helping others achieve their goals. He’s an engaging and entertaining public speaker as well.”*

— Jennifer Huber,  
President, Shift My Biz

# Todd Cohen

Building Sales Culture

- Is your entire organization **engaged in the sales process**?
- Would you like to **get more from the sales training** investments you’re already making?
- Do you manage **sales reps or sales professionals**?
- Are you frustrated with **mediocre sales results**?
- Is your team **missing your revenue projections**?

If you want better answers to these tough questions then you want to implement a **powerful Sales Culture** at YOUR company so your team **never sells alone**.

## Who is this designed for?

Sales Culture is designed to help organizations of all sizes improve your sales – and your sales training “return on investment” immediately, increase your team’s overall performance in the mid-term, and develop your long-term “sales culture” to boost your whole team’s capabilities to generate revenues, profitability, and growth.

## How do we get Sales Culture started?

Through a comprehensive set of services, Todd Cohen can help your organization manage, leverage, and profit from new sales behaviors throughout your organization increasing results and revenue. Delivery options include:

- Keynote speaking
- Sales Culture Workshops and running effective sales meetings
- Individual and group mentoring, coaching, and training
- Assessment and evaluation
- Hands-on sales team enhancement
- Virtual sales management
- Sales Culture e-Learning courseware

## What results can we expect?

The Sales Culture methodology can help you:

- Get the most from your existing sales team and from your entire organization
- Generate greater impact from your sales incentive and compensation plans
- Enhance hiring effectiveness and selling behaviors based on your goals
- Benefit from efficient, company-wide communications on Sales Culture
- Watch revenue grow for both new and existing products and services



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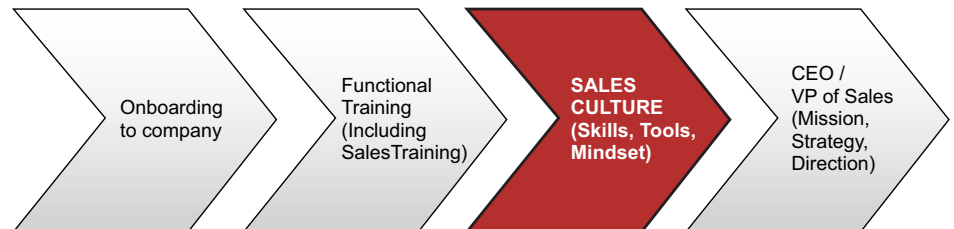
Building Sales Culture

**Todd Cohen and his team** will tailor a Sales Culture program designed to seamlessly integrate with your current sales training and business development programs, delivering maximum impact and equipping your people with a boatload of ‘do-it-now’ tools.

**Sales Culture provides** your people with what they need to know — and do — in order to jumpstart their sales and relationship-building capacities. The program builds meaningful, lasting skills to enhance their professional effectiveness.

## But we’re already doing sales training

Some clients have already made investments in sales training, which is ONE key component of sales culture. Our programs deliver an immediate and lasting positive impact on your sales results by reaching deeper than sales training – and involving NOT just your salespeople, but your entire organization in business development and revenue-generating activities. Here’s where Sales Culture fits into what you’re already doing:



*“Todd has proven to be a consummate professional who consistently delivers on his commitments and to the expectations of his clients. His energy and passion for his work is complimented by a positive, uplifting attitude. Todd understands sales and the inherent need for an entire organization to be ‘engaged’ and create a sales culture if true success is to be achieved.”*

— **Jerry Block,**  
Vice President, BNY Mellon

*“Outstanding...very powerful! You came across well spoken, experienced, confident and most of all I felt like I wanted to hear more. I had no idea you were such a great inspirational public speaker with such a powerful message to deliver.”*

— **Russell Heid,** Manager,  
Deloitte and Touche, LLP

## How is working with Todd Cohen different?

Unlike traditional sales training programs or large, expensive sales consultancies, Todd Cohen, **Temple University’s Fox School of Business Sales Executive in Residence**, offers personalized, hands-on guidance for building “all-the-time, everywhere” sales teams through keynote speaking, interactive seminars, online training, and personalized consulting. The Sales Culture approach reaches from the C-suite to your sales professionals to your non-sales staff to create a 360-degree sense of passion and urgency around sales.

Sales Culture encompasses specific beliefs and behaviors that, when integrated into the fabric of an organization, revolutionize your ability to connect with your prospects, clients, customers, donors, funders, all in service of maximizing your revenue.

We ALWAYS tailor the content, discussions, tools, and exercises to focus on your most important sales challenges and priorities. No theory. Live ammo. And plenty of practical breakthroughs so more sales happen.