

LXbD Presents, Shane Green with “Creating Relationships for Sales Success”

Shane Green is the Culture Hacker. World-renowned culture expert and consultant, Shane works with Fortune 500 leaders on customer experience and organizational culture. His book, *Culture Hacker*, is recognized as the guide, regardless of your company size, to elevating the employee experience.

With a foundation in hospitality and the Ritz Carlton Hotel Company, Shane has leveraged his expertise and experience to help iconic brands like the NBA, Westfield, Foot Locker, Net Jets Inc., W Hotels, MGM Resorts International, and BMW to reprogram their employees’ experiences, mindsets, and service habits to create loyal customers and raving fans.



Shane works with thought leaders, research groups, and publications from around the world to bring awareness to how companies can elevate individual engagement, performance, and leadership. He is a featured contributor to *Forbes Magazine* and *Achievers*. Shane hosts workshops around the world on building customer experience and culture strategies and is a leading voice in understanding the employee experience and its impact on the customer experience. He has also developed a series of classroom and virtual learning experiences led by his team of certified trainers.



“Shane had a tremendous impact on our sales team, inspiring them to be more proactive in developing long-term relationships with their clients. His teaching style combines many different mediums of learning, which helps facilitate a more practical, engaging, and exciting experience for those listening.”
—Ben Smith, CEO, Intelitech Employment Services

“[Shane] has been an outstanding partner and facilitator of our Customer First program. [His] trainers are some of the best in the business and have helped us improve our results and customer experience over the years.”
—Jacqueline Jasionowski, sales manager, BMW of North America



LX Overview

LX Name: “Creating Relationships for Sales Success”

Why This LX Is Important: Research from ATD states that organizations spend an average of \$1,459 per salesperson on sales training each year. This type of investment warrants a detailed plan and a high degree of expertise to ensure success. Author W. Clement Stone accurately noted what makes the best salesperson: “Sales are contingent upon the attitude of the salesman—not the attitude of the prospect.” As such, for a salesperson to be effective and profitable, they need the right training and disposition. In this learning experience, participants will be introduced to effective sales training that will include best practices for building relationships (the cornerstone of making a sale), closing the deal, touchpoint management, and follow-up techniques developed from behavioral and social psychology.

LX Length: One-and-a-half days in-person

LX Participants: Each in-person session is designed for a maximum of 24 participants.

LX Overview: Shane Green’s “Creating Relationships for Sales Success” is designed to teach participants how to deliver a memorable and effective sales experience to their customers. This learning experience will reframe how a salesperson makes a sale—instead of a salesperson listing all the features of their product, participants will learn how to use a relationship-based approach to sales, which is proven to be more effective in making a sale. This program will also focus on how to develop compelling and customized value propositions and how to overcome any customer objections to reach an effective close of the sale. With interactive, hands-on discussions and activities, participants will leave this learning experience equipped with the tools and tactics to have better sales success with each of their customers.

LX Takeaways: This interactive learning experience is designed with the following outcomes for each participant:

1. Participants will review how to ensure customers have a positive first impression of them and the business.
2. Participants will discover how to create a lasting first impression that will lead to a sale.
3. Participants will learn how to develop and manage a touchpoint plan.
4. Participants will review different relationship-based sales techniques to make and close a sale.
5. Participants will discover a strategy to customize and personalize the sale.
6. Participants will understand how to follow up and manage customer information appropriately.

Price (for a Certified Trainer): \$6,000