

## **Connected Sales Strategies.**

How we connect with clients has changed but one thing remains - people buy people. Not the usual stuff you have seen before, this session will share how you can connect so deeply with a potential client that you will be 60% of the way to securing new business in, literally, minutes right through to how you keep those clients for years.

Bill James is a sought-after speaker known for his ability to create 'human to human' communication and sales strategies. Specialising in working with those who do not like selling but find themselves in a position where they have to, he can show you how to sell as you. After all...who else could you be?

Whether you are in a business to business, or business to customer environment, Bill will quite possibly change the way you think about customer sales and relationships forever.