

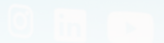


KEVIN KELLY

ATTENTION IS EVERYTHING... IN SALES



Everything is changing. But one thing remains the same. Customers need our attention. The teams that serve our customers need attention. Indeed we need attention!



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We are living in the “attention economy” where information is abundant and attention in scarce supply. Research indicates that the average attention span of a human being is 8 seconds – yes, getting your sales points across in an attention deficit market is the ultimate challenge.

Meanwhile giving attention may represent a business's greatest opportunity. Research shows people would rather have attention than money. For the past three decades, Kevin Kelly has surfed these waves of change and advised some of the top brands on the planet to sell and excel in changing times. Kevin understands these challenges more than most having sold across cultures and industries over the years.



About Kevin:

Born into a business family, Kevin began his sales apprenticeship in the family shop in the West of Ireland at the tender age of six. Very soon he became aware of the power of attention – different types of attention!

Barely able to see over the counter, he entertained customers a multiple of his age that were happy to tell their life story or - at least that's how it felt. Then there were others who just couldn't get served quick enough so they could get on with their daily chores. He quickly understood what type of customer wanted swift execution and which one wanted a counseling service!

This upbringing and associated learnings were the catalyst for his subsequent career in sales and marketing. On graduating with a Marketing degree, Kevin consistently broke sales records in each of companies he worked for, culminating in him being continuously head hunted. Finally in 1990, Kevin honoured his entrepreneurial DNA and set up his own company, Advanced Marketing.

The company dedicated itself initially to increasing the sales of small and medium business's, in addition to exhaustively researching the area of personal and business potential. In 1996, Kevin committed to writing a Best Selling book on motivation, the first of its kind on the Irish market. "How? When You Don't Know How" became a mega best seller.

Kevin learned a very valuable lesson in terms of selling and execution: knowledge may give you enough reasons not to act but Do! it anyway, and be prepared to end up in a place you recognise and accept as better than your starting point. This book became the foundation on which he built his international speaking career. Since then he has written four more books.

Staying true to his Irish roots, Kevin is a master storyteller who has worked around the world with Fortune 500 companies and prestigious associations like the Million Dollar Round Table. Kevin's keynotes consistently deliver an interactive conversation that engages, informs, inspires and empowers attendees with a toolbox of invaluable takeaways.

Kevin lives on the Wild Atlantic way with his wife, Deirdre and young son Conor. He is a passionate Liverpool FC supporter. At the weekend you will find him on the football pitch where he trains under age soccer and football teams. Nothing, apart from watching Conor play soccer, gives Kevin more satisfaction than delivering results for his clients.

Street cred:

- Author of five books and three Cd's including his most recent, "Do! the pursuit of Xceptional Execution" described by Tom Peters as the book he would love to have written.
- Has broken sales records across industries and cultures. From working with the Microsoft Worldwide Partner Community on Xceptional selling to manufacturers of construction equipment; Kevin has sold them all!
- Has addressed audiences across the globe in 35 plus countries from Korea to Columbia, Kenya to Hong Kong.
- Has fundraised over €1m euros for several projects and helped build two schools in Africa, a local Youth building and many sporting facilities.
- Scored a volley from the half way line in a competitive soccer match. (Sorry Adrian!)



Keynotes

Attention is everything in Sales

Leverage your sales with the power of attention

Best Audience: Corporate events, Associations, Annual Conferences, Meetings, Leadership Events

The sales environment has changed. More often than not several people have an influence on the buying decision eg purchasing, IT, department head, digital etc. The sales role has also evolved from a transactional focus to consultative. Buyers want trusted advisors, not product reps. Meanwhile with attention spans shortening and competition increasing, making your message stick is a massive challenge.

But amidst all the changes, one thing remains the same – any successful sales campaign has to be based on one key building block – delivering quality attention to customers and co-workers. Attention is the most powerful sales drug in the world with no side effects.

So no need to tear up the book and rewrite the rules, the basics are and will always be the same – authentic attention guarantees engagement which guarantees sales.

Kevin Kelly understands the challenges more than most as over the past two decades he has sold cross cultures and across industries. He intimately understands the power of Attention to engage customers and convert them into advocates.

Learning Outcomes:

Adopting Kevin's ideas around how a business gives and gets attention will empower attendees to develop a winning story, connect and close more sales and have the inspiration and perseverance to drive the business forward.

Learning Objectives:

What the market is demanding – how to benchmark off World Class Sales Organisations?

The three keys to a successful Sales Campaign:

- 1.** Engagement – how paying attention pays off more than reading a script. The one secret to breaking sales records across industries.
- 2.** Collaboration – why Sales is now a team sport and everyone has a role. How to develop a compelling narrative with your team using the HERO framework.
- 3.** Execution – how top companies broke through in the face of overwhelming negative market information.

Attention is everything in Sales (For Sales Managers)

Best Audience: Corporate events, Associations, Annual Conferences and Sales Meetings

The sales environment has changed. A leader must collaborate across departments to make that sale. Sales is truly a team sport. In line with the emergence of the uberinformed customer, the sales role has evolved – as a leader you need to develop trusted advisors, not order takers.

Meanwhile with attention spans shortening and competition increasing, making your message stick is a massive challenge. You must upskill your team with the tools necessary to persuade.

Finally, in this changing and tougher sales environment, leaders have to work harder to recruit and retain top sales personnel.

But amidst all the changes, one thing remains the same –any successful sales campaign has to be based on one key building block – delivering quality attention to customers and your sales team. Attention guarantees customer and employee engagement.

Kevin Kelly has sold across cultures, and across industries – he understands the power of Attention to engage customers and collaborate within a team, and ultimately sell more.

Learning Outcomes:

Adopting Kevin's ideas will empower attendees to develop an inclusive winning story and have the inspiration and perseverance to drive the team to sales success.

Learning Objectives:

Why Sales is now a team sport and why you should recruit on attitude, not aptitude.

Why leaders must “mind the gap” - the integrity gap to truly motivate their team.

How to benchmark off best practice in World Class Sales Organisation.

How to truly pay attention and how a sales person's script should be dictated by what they see not by what you have prepared.

Learn the one secret to breaking sales records across industries.

How can sales people convert customers into advocates.

How to develop a compelling narrative with your team using our HERO framework.

How one leader used creating a compelling inclusive vision to drive internal customer engagement and create a \$1 billion business.

Testimonials

"Kevin Kelly understands how vital attention is to sales performance. From the attention your team gives to the most important prospect and client details to the attention that they earn from the efforts. Kevin's keynote is sure to give your sales team high Return On Attention!"

TIM SANDERS

CEO Deeper Media Inc., NYT best selling author of Love Is the Killer App: How to Win Business and Influence Friends

"Working with Kevin on our Xceptional Execution Video series was a fantastic experience. He is passionate, committed, creative and cooperative. The feedback was excellent. Meanwhile his 92.5% speaker satisfaction rating at the World Partner Conference in July 2015 speaks for itself."

MARGIE GRADWOHL

Senior Product Marketing Manager, Microsoft

"He managed to increase the energy level in the room after a long day of information. Personally I like the fast change between storytelling and engaging the audience.. I was impressed with his ability to 'sense' the mood in the room."

HELEN BAGGER

GE HEALTHCARE

"As Closing Speaker, Kevin gave the audience an abundance of energy, enthusiasm and practical take-away messaging that our members can immediately apply to their lives."

ANTONIO GERMADE

EXECUTIVE PRODUCER MDRT

"Kevin was the perfect speaker for our audience of insurance agents at our Sales Conference in Sorrento, Italy. He energized the crowd, captured our attention and motivated us with humor and anecdotes. He articulated a strategy for each individual."

MARY D. FRAZIER

Executive Vice President & COO, New Era Life Insurance Companies, USA