



KEYNOTES THAT TRANSFORM INTENT INTO ACTION.

I speak to audiences around the world on sales, leadership, and motivation, helping them build their business and change their life.

MY KEYNOTE TOPICS

THE ONE THING THAT CHANGES EVERYTHING

How to Build a High-Performance Culture

KEY TAKEAWAYS:

- **Discover** the all-pervasive power of culture and why it must become your top priority.
- **Learn** why leadership is the cornerstone of culture and how to increase its effectiveness immediately.
- **Answer** three critical culture questions to get the results you need without the destroying the people who deliver them for you.

THE SECRETS TO SUCCESSFUL SALES LEADERSHIP

I'm Not a Salesperson Any More. What Do I Do Now?

KEY TAKEAWAYS:

- **Discover** the critical starting point for sales leadership that, if not in place, you'll never be able to experience success.
- **Learn** how to uncover the things that motivate the salespeople who work for you (Hint: It's not just money) and use them to inspire top performance.
- **Remove** the number one sales leadership derailer from your life and secure a career of personal and professional success.

BRINGING OUT THE BEST IN PEOPLE

The Power of Positive Praise

KEY TAKEAWAYS:

- **Change** your focus as a leader to “catching people doing things right” and begin building the relational equity needed when things go wrong.
- **Learn** how to customize the recognition and reward you give each individual so that it has maximum impact.
- **Get started** in developing a habit of praise so it's an ongoing practice, not the rare event.

MY WORKSHOP TOPICS

EXECUTIVE EXECUTION

The Disciplines of Getting Things Done

KEY TAKEAWAYS:

- **Discover** the secret to making the most of every day and achieving high levels of personal and professional productivity.
- **Tame** unproductive daily activities that look like work but keep you from fulfilling your highest priorities.
- **Avoid** debilitating delegation pitfalls and learn how to know with certainty that what you've delegated will actually get done.
- **Implement** strategies for using technology in a way that doesn't take over your entire life.

LEADERSHIP, CONFLICT, AND YOU

Mastering Your Crucial Conversations

KEY TAKEAWAYS:

- **Learn** the mindset that's needed to be effective in conflict, rather than manipulative tricks and techniques.
- **Discover** your unique conflict management style and the style of others with whom you work.
- **Develop** the skill set of using a variety of conflict management styles, rather than one tool: a hammer that beats the hell out of every nail.
- **Establish** strategies to keep adrenaline from hijacking your attempts at resolving conflict.

ABOUT BILL ZIPP

Bill Zipp equips busy sales leaders—CEO's, heads of sales, and frontline managers—to motivate and mobilize salespeople to reach their goals and multiply that success repeatedly.

He brings over 20 years of experience in sales leadership and consulting to accelerate sales in high-growth companies and agile start-ups, as well as established businesses that have hit a sales growth plateau.

Bill's sales background is in commercial radio where he was the fastest account executive in his company to reach one million dollars in sales. As head of sales, Bill's team nearly doubled their direct sales revenue.

Bill has spent thousands of hours working with hundreds of sales leaders around the world, from ADP to WebEx, Cisco Systems to Concur Technologies. Many of the companies he's worked with have experienced dramatic revenue growth, some even doubling and tripling annual sales.

Bill lives in Corvallis, Oregon, home of Oregon State University and the beloved orange and black of the Oregon State Beavers. He's married to Denise and has three amazing adult children: Beckie, Ricky, and Renee.

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