

Story Ideas

Breaking Through the Glass Ceiling In Sales. Women are natural-born sales people. Kelle Sparta shares the five qualities women have (and may not know about) that can propel them into selling success.

Stop Pushing and Start Attracting More Business. Kelle Sparta has seen thousands of salespeople sell at their prospects not work with them, leaving both the prospect and the salesperson empty-handed. Kelle offers ways to transform the sales process by leaving the selling out of the equation and focusing on the problem at hand: why the prospect needs you in the first place.

Are You a Sleazy Salesperson? We all know one – or two or more: those salespeople that just make you feel uncomfortable. Let Sales Coach Kelle Sparta share the mistakes salespeople make unintentionally that can give potential customers reasons not to buy.

No call should be cold. It's the quickest way to being rejected – even if you are offering exactly what a potential client needs. If the goal is to make a sale, you've lost the customer. Let sales coach Kelle Sparta explore ways to warm up the cold call.

Other ideas include:

- **The 5 Biggest Selling Roadblocks – And How to Make Sure You Don't Stumble on Them**
- **The Eight Words That Can Make The Sale: What Do You Hope to Get Out of This?**
- **How to Sell When You've Never Even Sold Lemonade When You Were a Kid**