

Creative Selling

How lateral thinking can boost your sales and marketing success.

In this keynote talk Paul Sloane explains how sales and marketing professionals can use lateral thinking techniques to significantly improve performance. He shows how you can create a unique sales proposition with a combination of your product knowledge, your customer knowledge and your imagination. The audience will learn:

- Why creativity is essential to improved performance.
- The two most essential skills of great sales people.
- What sets the excellent sales person apart from the good.
- How assumptions limit our ability to conceive better solutions.
- How to take a different point of view.
- Why weird combinations work.

This talk is ideal for anyone who is involved in dealing with clients, selling, marketing or distribution.

Paul Sloane is an entertaining, thought-provoking, motivational speaker and a recognized expert on innovation, lateral thinking and leadership. He is the author of 17 books on lateral puzzles and creative leadership. Over 2 million copies of his books have been sold. He was described in the Independent as the 'King of Lateral Thinking Puzzles.' He is the founder of Destination-Innovation, (www.destination-innovation.com) a consultancy that helps organisations improve innovation.

He facilitates meetings, leads workshops and gives after-dinner talks and keynote addresses. Clients include AA, American Express, ARM, BT, Cendant, DWP, EADS, Lloyds of London, Motorola, Reckitt Benckiser, Shell and 3M.

Paul took a first in Engineering at Cambridge. He joined IBM where he came top of Sales School. He was part of the team that launched the IBM PC in the UK. He went on to be MD of the database leaders, Ashton-Tate. He became VP International for MathSoft Inc. and CEO of Monactive Ltd. His latest book is The Innovative Leader, published by Kogan Page.



Some quotes from clients:

Really useful material presented enthusiastically and with immediate relevance. *BT*

Your session was first rate; amusing, informative and thought provoking. *Qinetiq*

Paul's delivery, style and speech fitted perfectly as a motivational speech to this audience. *Novell*