



## 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**