

Lee B. Salz

Sales Management Strategist | Best Selling Author | Keynote Speaker | Business Consultant

When salespeople aren't winning deals at desired levels or price points, executives and business owners turn to Lee B. Salz, a world-renowned sales management strategist and CEO of Sales Architects®. A recognized specialist in Sales Differentiation, Lee helps organizations win more deals at the prices they want. Working across all industries and sales types, he creates winning sales strategies for companies around the globe.



Lee is a frequently sought-after keynote speaker and consultant on sales differentiation, sales force development, hiring, onboarding, compensation, and other sales performance topics.

He's also an award-winning author of several books including his latest bestseller *Sales Differentiation* which won the silver medal for Top Sales Book of 2018 (Top Sales World). Book Authority and Small Business Trends both named it one of the best sales books of all-time. His book *Hire Right, Higher Profits* was the #1 rated sales management book on Amazon for 2014.

In September 2021, his sixth book, *Sell Different!*, will be published by HarperCollins which presents all-new strategies to outsmart, outmaneuver, and outsell the competition.

A featured columnist in The Business Journals and a media source on sales and sales management, Lee has been quoted and featured in The Wall Street Journal, CNN, The New York Times, MSNBC, ABC News, and numerous other outlets.

A graduate of Binghamton University, originally from New York City and New Jersey, Lee now resides with his family in Minneapolis. When he isn't helping his clients win more deals at the prices they want, you will find him throwing batting practice to his sons, training for his next powerlifting meet, and goofing around with his dogs.

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Sales Differentiation

Your Secret to Winning More Deals at the Prices You Want

“If we don’t drop our price, we will lose the deal.”

That’s the desperate cry from salespeople as they try to win deals in competitive marketplaces. While the easy answer is to lower prices, the company sacrifices margin— often unnecessarily.

To win deals at the prices you want, the strategy needed is differentiation. Most executives think marketing is the sole source of differentiation. But what about the sales function of the company? This commonly neglected differentiation opportunity provides a multitude of ways to stand out from the competition.

Most salespeople can’t change ***what they sell*** to distinguish themselves from competitors. They can’t make it redder, bigger, or rounder. Yet, every salesperson has an opportunity to differentiate themselves with ***how they sell***. From prospecting, to concern handling, to buyer engagement, there are several ways in which salespeople can provide meaningful value - leading prospects to buy from them instead of the competition.

Based on his best-selling book [Sales Differentiation](#), Lee Salz presents strategies to help you win more deals at the prices you want. In this program, you will learn:

- Ways you can differentiate based on “how you sell,” not just “what you sell”
- Creative ways to open doors with prospects
- How to provide meaningful value by helping buyers shape their decision criteria
- That buyer objections aren’t obstacles, but rather sales differentiation opportunities
- How to turn requests for references into ways to stand out from the pack
- The irrefutable, most powerful differentiator every salesperson possesses

