

ZACH FORNER



LIVE SPEAKING INFO

2023 / 2024

ABOUT ZACH



Zach had \$500 in his account, a wife and a young child. He was "trying" to make it in life. He had always viewed sales as something he had to do, not something that could change his life and his family tree.

Initially, he had been trained to "hard sell". Shove a pencil in their face and make them sign! After all, if you apply enough pressure, the prospect will eventually say yes, right? The next sales job led him to reading a script like a robot and he was encouraged to trust the process, smile and dial. Neither approach worked for him and the majority of those around him. His sales career was broken, it was unprofitable and it was frustrating. He didn't have the answer and neither did his trainers or sales leaders. There were thousands of methods out there and yet they all seemed to favor someone with individual talent and charisma.

Fast forward to today and after nearly 20 years of sales experience since his journey began, Zach has sold millions upon millions of products, goods and professional services. Through much frustration, mentorship, trial and error he learned over time that success hinged on one simple thing; asking strategic questions.

He learned that the better your questions are the more of an expert you're perceived to be and you will find that people sell themselves. Because of that, he's on a mission to rescue every salesperson and sales leader that is spending 90% of their time with people that either can't buy, won't make a decisive decision or even worse; they're not even the kind of client you want in the first place!

Since finding sales success, Zach has served as an executive leader, keynote speaker and sales trainer for hundreds of sales professionals and sales leaders globally.

About his talk

**"HOW TO DITCH THE QUICK
PITCH AND SELL MORE
THROUGH STRATEGIC
QUESTIONS"**

As an international speaker and workshop facilitator, Zach has served, trained, spoken to and led hundreds of sales professionals and sales leaders globally. Throughout his journey, he has learned that people will not only waste your time if you are not skilled at the art of asking strategic questions, but you'll end up with long sales cycles and bringing clients on board that you never even wanted and later regret! In his talk, he will guide you through his personal sales journey that is filled with laughter, frustration, intrigue and show you how to work less, get the clients you really want and increase your revenue all through the simplicity of asking strategic questions.

Who benefit's most from
Zach's talk?

**Sales
Leaders**

**Sales
Rep's**

**Sales
Enablement**

CRO'S

MKTG



KEY TAKEAWAY'S FOR YOUR AUDIENCE



- A statistical understanding of why sales organization's spend 90% of their time with the wrong prospects
- Explained framework on the mindset of customers in a sales process
- Guidance on how to implement a strategic question to eliminate non-buyers and close deals with the clients you really want
- A journey of Zach's personal story of frustration and ultimate triumph

Every attendee receive's a free digital download to craft their own strategic question!

How will this benefit you?

Listen, we get it. You want to help people grow professionally through your event, but you also need to increase revenue. The good news is that Zach wants to help you do that! He has learned over time that there are three things that destroy the credibility of a speaking event. First, lack of organization. Second, lack of integrity. And third, speakers that are either boring (see pic on right), don't solve problems for the audience or a talk that is 10 years too late.

Zach has spoken to thousands of people all over the globe and he understands that your audience needs to hear an intriguing message that moves them and gives them the tools to take action. He also understands that "sales" has become broken and he is on a mission to correct that.

Not only will Zach be the highlight of your event, but his key message of showing your audience how to ask strategic questions in order to increase sales performance will resonate loudly with every salesperson, leader and executive in the room. Simply put, you will sell more tickets, grow your conference credibility and enjoy working with Zach.



WHAT OTHERS ARE SAYING!

Zach was amazing yesterday. A real plethora of knowledge. I'm sure this is why he is where he is. - James R, SPM

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Zach really improved the way I see my business and myself as one that brings value. From communication with clients to closing more deals. I can already see a big difference in the way I negotiate new jobs and get new clients. - Mirko M, Owner

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Our sales are growing and our team is much more motivated! Mariana B, Sales

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This time has been amazing for my growth in confidence and it's completely changing my mindset. And I'm already closing deals!!! Thank you so much! - Luana R, Sales

Zach has shown me the value of making connections and providing solutions for my customers. Focusing on solutions, leads to the best possible end goal; a happy and returning client. Implementing this early into my business career has already made a huge impact. - Dillon Z, Owner

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CONTACT



info@summitsalesdevelopment.com



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719-232-4573