

# WHAT IS SALES CULTURE?

**An inclusive environment** in which everyone in the organization has a line of sight to revenue and impacts the client's decision to say "yes." Teach your employees to think differently about what they already do and you've built a Sales Culture.

**EVERYONE IN YOUR ORGANIZATION  
HAS THE ABILITY TO IMPACT A CLIENT'S DECISION.**

**EVERYONE'S IN SALES, EVERYONE CONTRIBUTES**

TODD WORKS WITH PROFESSIONALS IN A VARIETY OF OCCUPATIONS AND FROM A WIDE ARRAY OF INDUSTRIES.. THESE INCLUDE:

Accounting | Automotive | Banking | Finance | Human Resources | Information Technology | Legal  
Logistics | Manufacturing | Nonprofit | Sales

## TODD'S SALES CULTURE KEYNOTE AND WORKSHOPS™

Learn how to boost revenue, increase client satisfaction and improve employee retention by participating in one of Todd's educational and fun keynotes and workshops.

**Everyone's in Sales: Building Sales Culture What Do YOU Do**

**Creating Your Value Proposition Relationship Portability™**

**Leveraging the Past, Present and Future for More Sales!**

**Coaching NOT Telling Networking Skills to Create Sales Culture Creating Virtual Sales Teams**

## SOME OF TODD'S CLIENTS:

PNC Bank NA | Subaru of America, Inc. | Women's Business Enterprise National Council | EY LLP  
Society for Human Resource Management (SHRM) | Campbell's Soup Company | NFL Players Inc.



866 515-9445 | TODD@TODDCOHEN.COM | TODDCOHEN.COM  
"EVERY CONVERSATION IS A SELLING MOMENT"