Ian Altman

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The Secrets to Crushing the Competition Regardless of Price Too often when faced with competition, even seasoned professionals might not know what to do. It's natural for team members to start discounting in hopes of winning the business. But, what if there is a better way? In this session, Ian Altman flips traditional approaches to competition on its head covering key pillars from his bestselling book, Same Side Selling. Based on research with thousands of executives on how they make and approve decisions, Altman gives your audience tools that overlay on top of existing sales methodologies to shift the focus from price to value, allow you to quickly stand head and shoulders above the competition, and better understand why replacing the competition with your solution might require some hand-holding. Your team with leave the session with actionable tools tailored to your products or services to help your clients quickly see why you have a superior solution regardless of price. Altman follows-up the session with key-takeaway messages and a series of emails and videos to ensure the concepts stick. This has led to clients seeing rapid, tangible results. Some clients have gone from 20% to 80% of their team beating their revenue targets within one year. Others have grown 500% in less than three years. As a CEO for two decades, Altman founded and grew his own business-services and technology companies from zero to over $1 billion in value. This business success, backed by years of researching how customers make decisions, established Altman as a leading authority on accelerating business growth.

Attracting Top Talent Today: Selling Your Culture Against Serious Competition HR and hiring managers struggle to attract top talent to their organization. Often, when you find a superstar, you realize that they are being courted by several companies – including their current employer. Using the same-old HR and recruiting methods won't allow you to compete beyond salary. Using proven, integrity-based principles of Same Side Selling, bestselling author and B2B business advisor, Ian Altman, provides insight into innovative methods to attract candidates, increase referrals, and shift the focus beyond salary to help you land top talent while your competitors wonder what happened.

Future Proof Your Business Growth The way you grew a company 10 years ago does not produce the same growth today. And, the way you will grow five years from now will require even more change. If you want to protect your future, it's time to modernize your business and build a culture of growth that everyone can embrace together—especially your clients. Ian Altman shares a modern approach that helps today's leading organizations accelerate business. Many organizations have doubled their growth rate within a year of the session. Altman provides your team with proven integrity-based strategies and tools, all backed by real-world examples, to energize your organization with a culture of growth. Attendees will learn how to stand out from the competition, get on the same side with your customers to accelerate decisions, shift the focus from price to value, and quickly

uncover the truth. Altman delivers videos and tools after the session to ensure that his concepts turn into actions that drive meaningful, measurable results. As a CEO for two decades, Altman founded and grew his own business-services and technology companies from zero to over $1 billion in value. This business success, backed by years of researching how customers make decisions, established Altman as a leading authority on accelerating business growth.

Same Side Selling: Sell Like A Trusted Expert, Not A Salesperson Is your business reaching its potential? Old school tactics are quickly becoming obsolete. In this session, Ian Altman flips traditional sales on its head covering key pillars from his best-selling book, *Same Side Selling*. Today's rainmakers are subject-matter experts. Altman has helped numerous organizations quickly double their growth rate using principles that he deployed to propel his prior companies from zero to over $1 billion in value. Your audience will discover how to be seen as a subject matter expert perfectly aligned with how today's customers make buying decisions. Altman shares the three questions that every B2B buyer asks when approving a purchase, how to clearly differentiate your offering from the competition, and how the Same Side Pitch can entice your clients to pursue you, rather than you chasing them. All meant to complement existing sales processes. Your team will leave this session with an integrity-based approach that they can immediately implement that puts them on the same side as your client so you sell on value over price.

Future Proof Your Sales & Marketing Artificial intelligence, changes in buyer behavior, and client expectations can make your current approach to business growth obsolete within just a few years. Double your growth rate by aligning your sales and marketing with how today's customers make decisions. Ian Altman provides research across thousands of executives on how emerging technologies impact the buyer's journey and the way B2B clients buy. Ian shares how to modernize marketing, sales, and corporate communication to help your organization stand out from the competition, compete on value over price, and help customers appreciate your value in a sea of noise. Attendees will discover a modern approach to successfully align marketing and sales. How to they can apply strategic differentiation to raise your business head and shoulders above the competition, avoid commoditization and all the while ensuring that your future is protected.