

## DUANE HUFF

SELLING WITH I.N.F.L.U.E.N.C.E.™

## MEET DUANE HUFF

Duane is a 25 year sales veteran, author, founder & CEO of Influence Seminars, and an expert in helping sales teams *sell more, consistently predictably and profitably, without having to offer unnecessary discounts, or sell on price.*

Unlike most sales speakers, trainers coaches and consultants, he delivers fun, highly-interactive training, workshops and seminars that get sales professionals results immediately after, and many times before, they leave the learning environment.

He does this by having them bring their toughest real world selling challenges into the learning experience, and helps them to apply the principles taught to their current active and prospective opportunities.

Through his proprietary *Selling with I.N.F.L.U.E.N.C.E.™* process, Duane reveals current, relevant information that is working in the business world today, while infusing his content with timeless insights, and principles, that have been proven time and again to yield measurable sales results.

Duane will help you and your sales team achieve measurable sales outcomes that align specifically with your current KPI's.

*"Duane's interactive and entertaining demeanor framed our Tire Pros University sessions objectives perfectly. Duane immediately put our audience of independent business owners and selling associates at ease, and got them engaged in the content from the very beginning. We couldn't be more pleased with the feedback from our franchisees, many of whom said this was the best training they'd ever participated in."* -Bob Bittner, Vice President of Tire Pros Franchise Development



*"Duane helped me close my first \$1 million account. I took just one key idea, from the many Duane shared with us during his strategic work session, and I was able to reach a win-win outcome with the client, and finally close the sale. I can not recommend Duane highly enough! He will help your salespeople consistently exceed their sales goals."* -Michael Torian, Sr. Account Executive | DELL Computers

## PROGRAMS (OFFERED LIVE ONSITE &amp; VIRTUAL)

## Selling With I.N.F.L.U.E.N.C.E.™

If your salespeople are selling on price, or offering unnecessary discounts, just to get the business, chances are they are killing your margins, your profitability and their commissions. This program is designed to help new, experienced and veteran salespeople sell more of your products and services, consistently, predictably and profitably, without being commoditized by potential buyers, and forced to compete on price, in a "race to the bottom." As a sales leader, this program will help you and your sales team boost lagging sales immediately, and produce consistent sales growth, long-term.

## Sales Negotiations for Win-Win Outcomes

This program is designed to help your sales professionals completely understand each and every negotiation they participate in daily, and how to effectively produce mutually beneficial outcomes for themselves, their customers and your company, whether they have flexibility with discounts & pricing, or not. If they do have flexibility with discounts & pricing, this program will show them how to protect margins and sell your products and services at full value, without having to offer unnecessary (or any) discounts.

## Presentations That I.N.F.L.U.E.N.C.E. and Sell

Whether your salespeople are presenting the value and benefits of their solutions to one decision maker, a committee of stakeholders reviewing their proposal, or a room full of attendees at a conference (live or virtually), they must be able to communicate why they are the best choice, and they may only get one opportunity to do so. Make sure they can deliver their presentation clearly, concisely, confidently and in a way that makes their audience say "we understand it, we need it and we want it right NOW!" This program is designed to help your salespeople take their product knowledge, expertise and selling skills, and deliver an extraordinary presentation that will compel them to make buying decisions on the spot.

## CLIENTS INCLUDE

- Abbott Laboratories
- SAP
- DELL Computers
- Baker Hughes
- Capital One
- Verizon Wireless
- Novartis
- Merrill Lynch
- Chiquita Brands Int'l.
- Jos. A. Bank Clothiers
- Texas Instruments
- FMC Technologies
- LONZA Pharma & Biologics
- State Farm

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## TESTIMONIALS

*"Duane's training gets measurable results! He delivers insights, distinctions, and practical strategies that get immediate and lasting results. He's also a very interactive, dynamic and engaging presenter. One of the best I've ever seen! Your people will be excited about the training experience, and walk away stronger, more effective, and ready to perform at the highest level! I highly recommend Duane for all of your training and professional development needs."* - Travis Reulet, Owner - Business Development/Sales at Reulet Electric Supplies



*"QSM has been working with Duane for a few years now. We've taken advantage of many of his programs. More scheduled. We can't get enough..."* - Joshua M Loeske, CEO/Owner, Quality Sitework Materials, Inc.



*"Duane is a training and coaching pro! His work with the team to improve our communication, selling and negotiations skill sets has been both constructive and entertaining. The concepts and techniques he utilizes keeps our team engaged and anxious for the next workshop."* - David Dyason, VP of Sales & Marketing - Swagelok Louisiana



## WHY HIRE DUANE?

### RETURN ON INVESTMENT AND REAL EXPERTISE

Your investment in Duane will pay off right away by making it easier for your sales team to generate more leads, better prospects, and bigger sales that unleash lasting business growth – now more than ever! Duane delivers immediately actionable selling strategies, insights and tactics to recession proof your business. Twenty years of professional sales, management and entrepreneurial experience is where Duane has developed his material and expertise. In addition, he has partnerships with leading subject matter experts, and top companies, to keep his seminars current, relevant and highly effective. You can be confident that the material Duane shares comes from current real world selling experience, not theory.

### EXTREME CUSTOMIZATION

While Duane has delivered over 1,000 professional presentations, not one of them has ever been the same. That's because each client, and each audience is unique. Duane works diligently to fully understand the needs, demands and challenges facing each group to whom he presents. He will make sure that the content, activities and role plays meet the needs of your sales team, and help you achieve your specific outcomes.

### SUBSTANCE AND STYLE – NOT JUST “MOTIVATION”

Duane's delivery style is high energy, high content, and completely action-oriented. Duane is NOT a “motivational speaker” – he is an “implementation speaker!” In this economic environment, motivation alone doesn't cut it. Your people need hard skills and actionable “do-it-now” strategies they can take back and use immediately. So Duane's motto is: No theory. No fluff. No bull.

### PROGRAMS THAT WORK – AND LAST

The sad truth about most “training” programs, especially sales training, is that it rarely sticks. People get excited during the training event, but then real life happens when they leave the seminar. Often it's because the examples, exercises and activities implemented in the workshop don't address the real world challenges the participants face. Plus there is generally no follow up reinforcement to insure the content “takes” in the real world. That's why Duane doesn't do traditional, run of the mill, “training.” His proprietary strategic work-session approach to the learning process ensures that the examples, exercises and activities he incorporates into the learning experience put the participants into their world while they learn and apply the information.

### ATTRACT, ENGAGE, AND WIN MORE CUSTOMERS

Bottom line – you want measurable ROI for your investment in professional development. Duane works with you to insure that the learning experience aligns with your KPI's, and helps you achieve your quarterly and annual goals. The outcome of having Duane work with your people is more consistent, predictable and profitable sales growth.

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## WHY HIRE DUANE?

### DUANE ADDS EXTREME ALIGNED VALUE

First, Duane will speak with you in-depth before the program. And he'll talk to whomever you suggest to research, customize and tailor your program (including a cross-section of your attendees, your organization's key influencers, and/or your senior leadership team or board members). Duane is also happy to record, edit, and produce audio or video interviews with your key leaders as a marketing tool for your meeting – or as a follow-up reinforcement tool for you to distribute internally.

Second, Duane will design and deliver an in-depth "Needs and Interests" survey around your desired topic so that we can focus on exactly what you and your team members need to know and want to learn.

Third, we'll give you a free set of handouts that you can reproduce for your participants – which will save you a lot of money. Many speakers charge \$15 to \$50 per person if they provide the handouts. We give you the master. And the handouts are excellent. Duane provides a lot of hard-hitting content in each program, and the participants are thrilled to have a copy of all the things we talk about.

Fourth, Duane is happy to work with you after the program. Just give us a call if you want to "debrief." Often, Duane hears things from the participants or he'll learn things about your organization that you should know. And he'll recommend some steps you can take to make sure that the program sticks and your objectives are achieved. This may include follow-ups by email or even a free zoom call 30, 60, or 90 days after the live event.

### 100% SATISFACTION GUARANTEE

As a sales leader, you'll see an immediate and lasting increase in your overall sales and profitability, month over month, and year over year.

You'll also see a 5-10 time ROI when you invest in one of Duane's programs, GUARANTEED, or your money back.

If you'd like to learn more about Duane's sales training, workshops, seminars and/or strategic works sessions, or you would like to discuss which program would serve you best, please schedule a time to talk with us. Just send us an email to [info@sellingwithinfluence.com](mailto:info@sellingwithinfluence.com), or feel free to call us at 225.384.0693.

## TESTIMONIALS

*I took to action and followed upon just one simple suggestion Duane gave me in our workshop, and I was able to close \$120,000 of business with just one client! I can't wait to use the rest of what I learned in the months and years to come.* – Keisha Vaughn, Sales Professional, Entrepreneur and Learning Specialist



*"Duane puts his entire soul into everything he does. He's been flexible and easy to work with and is always eager for new opportunities. He's quick to learn and easy to adapt to any situation. I wholeheartedly endorse Duane."* -Shelby Bybee, Competency & Development Manager, FMC Technologies



*What Duane does, goes way beyond training. His strategic work sessions are interactive learning experiences, that help business owners, and their employees, solve real-world problems, in real time.*

*Duane's teaching and speaking style are compelling, engaging, entertaining, and infused with just the right amount of humor, to keep productive conversations fun.*

*I would highly recommend Duane to any business owner, or corporate executive, looking to get the most out of their employees, improve the growth and value of their business, and achieve industry leader status.*

*Duane has proven to be a valuable resource, partner, and an indispensable secret weapon.* - Angela Polrrier, Company Owner at Acadian House Design + Renovation



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