

# INVINCIBLE PRINCIPLES

AMPLIFY YOUR SALES & LEADERSHIP



UNDERSTAND THE TECHNIQUES USED TO GENERATE

**OVER \$1 BILLION**

**IN SALES!**

## 1. CREATE INTENTIONAL CONNECTION

- Great connection comes from great listening and great questions
- Develop empathy for those you serve
- If you want to earn, first you must learn

## 2. BUILD LASTING TRUST

- Trust = Ability + Consistency + Integrity + Responsibility
- Have consistency in your approach and cadence with customers
- Be willing to take responsibility for those you serve

## 3. DEFINE A BOLD VISION

- A bold vision sets you apart from others
- Value must be aligned to the customer's immediate needs
- Use value to differentiate yourself in ways your competition cannot

## 4. SPEAK WITH IMPACT

- Always make sure your solution is tied to your audience's needs
- Make sure your main idea is clear, concise, and compelling
- Use the first moments of your presentation to grab attention

## 5. SHARE GREAT STORIES

- Storytelling is synonymous with building relationships
- Use success stories to provide reassurance and connection
- Great storytelling takes practice and feedback

## 6. FOSTER LASTING BELIEF

- Achieve big goals through small steps
- Create new routines for yourself using reminders, routines, & rewards
- Believe it is possible, then you will see it is



Mark Steel is a keynote and TEDx speaker, sales consultant, podcast host, and #1 International Best-Selling Author.

In his 15-year career at Microsoft, Mark stood out as a high-impact sales leader, delivering over \$1B in sales while also leading acclaimed training programs for hundreds of top sales professionals.

Today, Mark delivers his powerful programs to sales teams, leaders, and Fortune 100 executives, both in person and virtually. His engaging and interactive style has inspired audiences of over 4000 people.