

ONE SOURCE FOR SALES TRAINING, COACHING, AND MARKETING SUPPORT YEAR AFTER YEAR.

How a technology company kept existing and new hires trained, supported execs, and drove differentiated messaging in a virtual world by consistently using storytelling skills and techniques.

[24]7.ai

AT A GLANCE

Challenges

- Consistently training sales staff over multiple years
- Transitioning to virtual selling
- Preparing senior executives for high visibility and high impact presenting
- Creating consistent differentiation

Outputs

- Sales Kickoff Keynote
- Live Training Workshops
- Podcast Creation & Support
- Executive Coaching
- Presentation Skills Training
- Virtual Meeting Training



We've worked with Rob and ITM Speakers for over three years. They've done everything we could ask. Running multiple sales workshops, performing a keynote at our sales kickoff, directly coaching executives, helping us transition to a virtual selling model, and even hosting and scripting podcasts. I can't think of any area in marketing and sales where Rob couldn't help us. He's on our shortlist of on-call partners.

John Wanamaker
Chief Revenue Officer

[24]7.ai

JOHN'S STORY

It all started three years ago when I was hiring a new sales team and I wanted to get them up-skilled, thinking from the customers' point of view, and telling more stories during the sales process. They were all starting from different places and I wanted them to have a shared approach and nomenclature. I approached ITM Speakers because I had worked with Rob at another company and I knew he could get the job done.

After the 2-day workshop, I not only saw the team sharing the new stories they created, but I was watching and listening differently based on what I had learned myself. The stories enabled us to sound different from our competitors, create stronger connections with prospects and customers while making it easier for them to remember us and our messages. It was game-changing and my team was really enthusiastic about immediately using what they had learned.

That was just the beginning of our relationship with Rob and ITM Speakers.

After the workshop, I knew we needed to share these ideas with all of our sales and marketing teams, so we had the ITM team deliver a keynote and three parallel 2-hour sessions to introduce storytelling concepts to the entire company.

When COVID-19 hit we needed to change over to more virtual selling and our people needed help both understanding how people were absorbing information during online meetings. The team went through a series of sessions to help them look more professional on-screen as well as run their sales call for more impact.

We've used ITM to help our leaders be more comfortable and effective when speaking at events and during interviews. One-on-one coaching sessions mentored them to create their own personal brand that shows us as not just an expert company, but a company of experts.

We also needed help with our podcast series and ITM came through for us again. Doing everything from managing the process to hosting and editing the final product.

It seems that every year we go back to Rob and ITM and ask for something new, and every time we are thrilled with the results.