

# No Smoke and Mirrors Approach to Sales



## Mark Allen Roberts

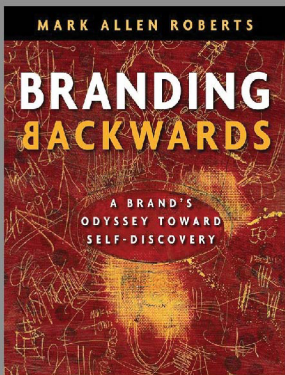
“Do you need a sales speaker and/or trainer for your next meeting or sales kick-off event? I have over 30 years of sales and sales leadership experience **solving common sales problems** with my **no smoke and mirrors data-driven approach**.

My fun, interactive and engaging presentations/workshops offer practical real-life sales solutions for every member of your organization.

My strategy is based on creating sales teams that transform from "reps" into trusted advisors using a **data-driven approach** to increase sales and improve customer satisfaction and retention. Participants leave with skills to apply that day.”

## Presentation Topics

### Mark's books



### Mark in action

- ◆ **Sales Effectiveness**  
Discover how to increase revenue and profits improving sales effectiveness.
- ◆ **Voice of the Customer**  
Learn how to leverage the voice of your customers to drive sales and profit growth.
- ◆ **Data-driven Sales**  
Find out what data is needed to profitably grow sales and how salespeople should use it.
- ◆ **Turn "Sales Reps" Into Trusted Advisors**  
Discover how to handle the shift in buyer's desires- they want business consultants masquerading as salespeople.
- ◆ **Hybrid Sales**  
Find out how the pandemic has changed sales and what to do to adapt to a hybrid sales model.
- ◆ **Sales Roles and Skills by Role**  
Understand how the pandemic has broadened the typical sales roles, to hunters, farmers and fishermen, and babysitters. Discover what skill each role needs and what roles should be eliminated.

Mark also provides customized trainings and workshops created by discussing your needs, assessing your sales team and/or doing voice of the customer research.

# Rave Reviews

When we started to plan this year's Sales Kick Off (SKO), we identified standard goals such as focusing and energizing our team to best support our customers and partners. But we also understood the need to equip our team to successfully evolve to successfully navigate the new normal selling environment. Plus, because it was a virtual SKO, we needed to keep it lively. Heeding the proverb, "As iron sharpens iron, let one sharpen another", we engaged Mark Allen Roberts. If you need someone to speak at your SKO, I highly recommend Mark. His data-driven discussions coupled with interactive design delivered just what our team needed.

~ Jeff Hipchen, EVP Business Development, RF Connect

When evaluating the right speaker to present at our Corporate Sales Meeting, our top priorities were a knowledge-based expert with exceptional presentation skills. Mark's videos online demonstrate his personable approach and his practical insights. By spending time with the team and getting to know our corporate focus, he was able to apply sales principles that were effective in leading our teams to new ways to approach and improve their efforts. We would highly recommend Mark Roberts as a sales effectiveness speaker for any team to improve their sales results.

~ Diane MacLachlan, Bell Flavors & Fragrances

Sales is the lifeblood of AICC's members. Mark Allen Roberts has been providing our members the tools and information that they need to improve their sales effectiveness, their understanding of their customers and prospects, and to see the many ways that buyers are evolving in these changing times. His webinars and in-person presentations have been routinely praised by attendees. I can recommend to you that a partnership with Mark Allen Roberts brings results.

~ Michael M. D'Angelo, President, AICC, The Independent Packaging Association

As the Director, of Education and Professional Development, for AICC, we are always looking for inspirational speakers and thought leaders to help our members improve their business outcomes. Mark Roberts is a frequent content provider for our live events, training, and webinars. He delivers strong interactive data-driven presentations on sales effectiveness and capturing the voice of your customers that our members have enjoyed. If you need someone to provide fun interactive webinars or a professional speaker at a live event, I highly recommend Mark Roberts.

~ Taryn Pyle, Director, of Education and Professional Development, AICC, The Independent Packaging Association

## About Mark Allen Roberts



Mark brings an exceptional background of over 36 years of sales & marketing successes, & leadership. Mark has had **senior sales, marketing & training development positions** across a wide array of businesses, including The Timken Company, Mobility Works, Gardner Denver, VMI, Pragmatic Marketing, Frito-Lay, & many other industry leaders.

With a **long history of building, training, coaching, & leading sales teams**, the National Association of Sales & Marketing recognized his contributions with **The Business Excellence Award**. He was recently recognized as one of the **Top 50** for his expertise implementing Sales Enablement by Highspot.

Mark is also the author of the book Branding Backwards, a keynote speaker, trainer, thought leader on LinkedIn, and his strategic business development blog No Smoke & Mirrors.

A graduate of the Executive MBA program at Kent State University, he also completed a management-development program with Harvard Business School.

**FOUNDER & CEO**  **OTB Sales Solutions**  
NO SMOKE & MIRRORS

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