



Innovative Ideas  
Charismatic Communicator  
Innovative Ideas  
Inspirational Leader



**David Steel**  
Keynote Speaker, Author & Coach

[www.theSteelMethod.com](http://www.theSteelMethod.com)

## Keynote I

---

How to build and motivate a high powered, ultra-aggressive sales force.

Whether you have an existing sales force that has become stagnant, or you are a start-up ready to hire your first salesperson, the goal is the same: you want to grow your company. Growth is the underlying reason why most companies go out and try to find “Hunters,” those highly aggressive salespeople that make things happen.

Unfortunately, more often than not, we fail. The reasons are two-fold: we either make the wrong hiring decision or they become too much to handle. Eventually those people are terminated.

It's time to find out how to care and feed highly aggressive sales people.

**The Steel Method, LLC.**  
a company that drives results

## Outline

---

### Before You Begin

Getting ready for your new aggressive salespeople takes planning and preparation.

### Attracting The Right Talent

You want to hire aggressive sales people, but are aggressive sales people ready to be hired by you?

### The Right Motivation

How to compensate and motivate to get results.

### Your Team Needs “Love”

If you don't love your sales team someone else will.

### How To Measure Success

Success is a moving target, measuring it needs to be just as flexible.

### Making your Team More Successful

Proven methods to bolster your teams success.

### Where Do You Go From Here

Setting up your action plan.  
Additional resources.

Author, motivational speaker and sought-after sales coach, David Steel is one of the nation's leading experts on Sales Motivation. Widely recognized for his ability to energize sales teams and drive revenue results, David works with businesses and C-level executives on such issues as hiring the right sales people, compensation, goals and sales strategies. David also teaches highly effective sales management skills that fuel highly aggressive sales teams.

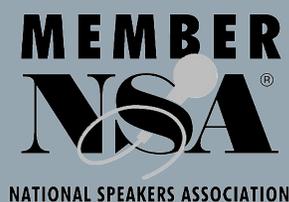
The Steel Method hinges on three important principles:

1. Effective sales management is within reach of all business organizations; an invisible yet undeniably powerful force that steers and motivates sales teams.
2. All organizations have the ability to access and develop great talent and achieve long-term revenue goals.
3. When the Steel Method's proven strategies are followed, organizations realize sharp increases in sales, reduced employee turnover and a sales force that is keenly focused on selling.

## What people are saying about David Steel

*"David's extensive successful experience with growing high performance sales teams is an invaluable tool for anyone driving top line results. My recommendation is simple- see him before your competitors do."*

~Kurt R Padavano RPA, CPM  
COO-Advanced Realty Group, LLC



*"David gives you the unique opportunity to finally understand and instill into your organization the truths you may have read about in all the other sales training and recruiting books sitting in your library"*

~Christopher Guerriero  
Wisdom Books

*"David really hits the nail on the head of what is required to keep great sales people motivated, excited and producing numbers."*

~Paul Errigo  
CEO of AR Technologies

*"David will give you a real insight into building and maintaining a successful sales organization."*

~Robert Fazekas  
President of Eastern Textiles

## Partial Client List

Nimlok-NYC • Exhibition Sales • AR Technologies • GEN-RE  
InfoStore • Rexel Corporation • Eastern Textiles  
First Class Movers • Advanced Realty Group  
Westchester Business Accelerator • Wisdom Books • OneLead



The **Steel** Method

Lisa Henry  
Director of Sales  
(p) 888.832.7113 ext.102  
(f) 714-993-2580  
(e) lhenry@thesteelmethod.com  
(w) www.theSteelMethod.com