



L'AREAL LIPKINS

“L’areal helped me open my eyes on being a consultant vs. being a sales rep. People don’t want a sales rep, they want a relationship and a solution.”

BENJAMIN

L'areal Lipkins is a B2B sales expert, consultant, and speaker with over thirteen years of experience teaching salespeople how to convert more prospects into paying clients. She is also the author of the highly-anticipated book, *What Top-Performing Salespeople do Different*, which will be released in March.

Although L'areal has trained over 10,000 salespeople, what really makes L'areal unique is that she makes sales very simple and repeatable. As a result, salespeople can quickly go from information to implementation and start seeing results immediately.

Before starting her sales consulting firm in 2018, L'areal was a certified sales trainer and consultant at the largest sales training company in the world.

Today she spends her time speaking on stages (in-person and virtually), training salespeople, and helping companies improve their sales process.

L'areal has a bachelor's degree in Marketing from the University of North Texas and an MBA from the University of Texas at Dallas.

TO BOOK L'AREAL AS A SPEAKER, EMAIL LAREAL@LAREALLIPKINS.COM
OR CALL 214.454.6307.

SPEAKING TOPICS

HOW TO CONVERT PROSPECTS TO PAYING CLIENTS

If you've ever found yourself trying to convince a prospect that you can solve their problem, defending your price, or following up for weeks trying to get a decision, only to get stuck in voicemail jail, there is a better way! During this interactive session, participants will learn three strategies you can use immediately to start closing deals quicker and easier.

MASTER THE ART OF BUILDING RAPPORT

Trust is the core foundation of all good relationships, including sales. However, salespeople don't always have the benefit of time so they have to be able to establish trust quickly if they want prospects to open up. During this hands-on workshop, participants will learn a powerful tool to establish genuine rapport and speak the prospect's language in a matter of seconds.

ASK BETTER QUESTIONS: THE REAL SECRET TO CREATING VALUE AND URGENCY

There's nothing worse than presenting your proposal and hearing, "Your price is too high." or "Follow up with me in six months." During this interactive session, participants will learn how to ask the right questions to uncover the prospect's problems, impact, and emotions so that they see your solution as a no-brainer.

PRACTICAL.
ENGAGING.
ACTIONABLE.

PAST SPEAKING ENGAGEMENTS INCLUDE



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