

PITCH TO WIN

Sales Training + Coaching to Grow Your Business



UNLOCK YOUR TEAM'S FEARLESSNESS
with a proven sales enablement program

18%

of salespeople believe they have strong assertive language skills¹

~20%

close ratio in the media/marketing industry²

#1

reason for leaving a job is lack of career development³

In today's cluttered ad industry, sales and client service teams are struggling to break through and grow. Market consolidation, new competitors and constant change exacerbate these challenges. What's more, your business can't afford to lose valuable talent, and when it comes to hiring, top candidates choose companies that prioritize career growth and development.

- *Your teams need to convert agency and brand teams by building trust and overcoming hidden objections.*
- *Your business needs a partner who can train and coach your sales team while enhancing collaboration to fuel a winning world-class culture.*

We help your team nail every pitch.

Our proprietary curriculum and 1-on-1 coaching program will transform your team's approach, delivery and strategy to deepen relationships, propose bigger deals and win business. Wet Cement helps your team "stand and deliver" as *fearless* communicators who confidently articulate your value. We are experts at turning prospects into customers by shortening the sales cycle. Our material addresses attitudinal challenges through the gender lens across these core areas:



- Delivering an Engaging Virtual Pitch
- Confidence and Winning Mindset
- Storytelling
- Effective and Reflexive Listening
- Social Selling
- Objection Handling
- Planning for Powerful Meetings
- Networking in the New Normal
- Modern Materials for Virtual + IRL Meetings
- Account & Contact Growth Planning
- Building Your LinkedIn and Industry Brand
- Win-Win Negotiations
- Creating a Sense of Urgency to Close Faster
- Upselling and Cross-Selling Strategies

OUR UNIQUE APPROACH

WET CEMENT PITCH TO WIN

1. DISCOVER: Leadership and Sales Diagnostic Assessments

We customize your program based on your team's needs. We identify those needs by surveying your leadership team and frontline sales to assess their strengths, challenges and opportunities for development.

2. TRAIN: Intensive Group Workshops (In-Person Bootcamps or Online Series)

Empowering, interactive and fun training session(s) teach your team new strategies so they can sell fearlessly. We work on overcoming barriers, help them apply learnings to their business and build team camaraderie.

3. COACH: 1:1 Sales/Pitch Presentation Development

This is where the magic happens. In private one-hour coaching sessions, each participant 'delivers' and roleplays an upcoming client meeting, receiving real-time feedback to level-up their narrative, materials, delivery and engagement. Every participant (and their manager) receives a Personalized Development Plan addressing 40+ competencies, including verbal/non-verbal communications, strategy, storytelling and more.

4. COACH THE COACH: Individual and Macro-level Feedback

We prepare your leaders ahead of workshops, share macro-level findings from surveys and coaching sessions and provide methods for ongoing team development, coaching and accountability.

OUR CUSTOMERS

Wet Cement is a preferred partner of the Interactive Advertising Bureau

iab.



OUR IMPACT



Maximizing ROI

- Global ad agency realized 100% close rate on new business pitches over two years
- Ad tech sales team delivered 47% YoY growth
- Media sales team increased deal size by 50+%
- Digital media client exceeded their stretch goal by 20%



Forging Winning Partnerships

"I wouldn't risk pitching any new clients without Wet Cement helping prepare us to win." –David Kyne, Evoke KYNE

"There is no fluff, only guidance and coaching on proper techniques, winning strategies, dedicated help on skills to fine-tune and how to leverage your strengths." –Jennifer Reilly, ebay

"Every session is customized and designed based on our team and business needs—this is definitely not a boiler-plate training program." –Jack Barrette, WEGO Health

READY TO ACCELERATE YOUR TEAM'S GROWTH?

Schedule your free consultation [here](#) or e-mail info@wet-cement.com

Wet Cement is proud to be one of only 50 companies in the US certified as a Disability-Owned Business Enterprise, a Women's Business Enterprise and a Woman-Owned Small Business by the SBA.

