

PITCH TO WIN

Sales Communications & Coaching to Grow Your Business



UNLOCK YOUR TEAM'S FEARLESSNESS
with a one-of-a-kind sales enablement program

75%

of people suffer from a fear of public speaking¹

18%

of salespeople believe they have strong assertive language skills²

#1

reason for leaving a job is lack of career development³

Any of these challenges keeping YOU up at night?

Getting buyer attention is more difficult than ever. The changing media landscape combined with social distancing require that you evolve your message and approach to stay relevant. Your success rides on your sales team, but most have never been trained on engaging and strategic storytelling that shortens the sales cycle, builds trust and drives growth.

You cannot afford to lose a single opportunity because your team doesn't possess the communication skills required to win hearts, minds and budgets.

We help your team nail every big 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.

We train across all key sales disciplines, including:

- Delivering an Engaging Virtual Pitch
- Confidence and Winning Mindset
- Storytelling
- Effective and Reflexive Listening
- Social Selling
- Meeting Management
- Objection Handling
- Uncovering Client Motivation
- Modern Materials for Online Meetings
- Account & Contact Planning
- Developing a Questioning Strategy
- Negotiating for the Win-Win
- Creating a Sense of Urgency to Close
- Upselling and Cross-Selling Strategies

PROGRAM COMPONENTS & CADENCE

Our Unique, Iterative Insight-to-Action Approach

1. DISCOVER: Leadership and Sales Diagnostic Assessments



Your program is customized based on YOUR team's needs. We start by deploying two (2) diagnostic tools to gather input from your senior leadership team and frontline sales to assess their strengths, challenges and opportunities.

2. TRAIN: Intensive Group Workshops



Each week, our original, evidence-based and fun workshops teach your team new methods, provide them with individual work to apply the methods to their business and builds team connections and camaraderie through interactive breakout sessions.

3. REINFORCE & GROW SESSIONS



Feedback is captured immediately after each Intensive workshop on what was most valuable, where additional help is needed and what outstanding questions remain. This intel informs a shorter follow-up “Reinforce & Grow” session with the entire sales team, ensuring they master the methods and build on next-level skills.

4. COACH THE COACH: Ongoing Management Training



Each week, we train your sales management team on how to reinforce that week's lessons and techniques. After the conclusion of the 1:1 Private sessions, we share macro-level feedback and guidance on team development.

5. 1:1 PRESENTATION COACHING



In private one-hour coaching sessions, each participant ‘delivers’ an upcoming sales presentation, We role play the key components of the client meeting, to help them apply what they've learned while strengthening their narrative, materials and delivery. Every participant receives a Personalized Development Plan addressing 40+ competencies, including verbal/non-verbal communications, strategy, storytelling and engagement. We share the recording and the report with their supervisor.

6. CEMENT THE CONCEPTS: Continuity Training Workshop



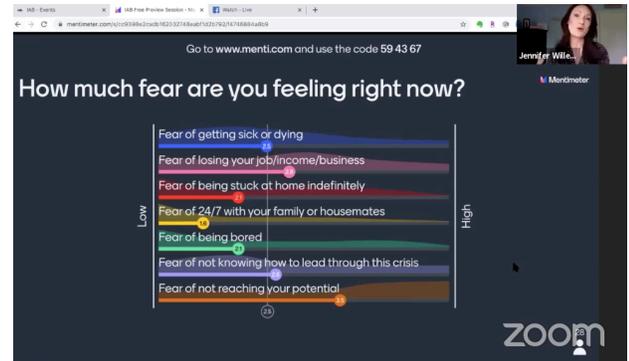
One final reinforcement workshop is included for every program, to ‘cement’ the most important skills based on the team's performance in the coaching sessions. A follow-up monthly workshop series is recommended (at an additional fee) to train your team (and leadership) on the ‘next-level skills’ not included in the core program.

WHAT SETS US APART

The Wet Cement Difference

Why you can feel confident choosing us as your sales enablement partner

Virtual Training empowers, develops and connects your team while preparing them for selling from a distance. We model how to deliver interactive and persuasive presentations using the latest technology and techniques to engage your audience. You'll support sales, leadership and personal growth for your team from the safety of their home office, while they learn from a trainer whose led distance learning programs for 500+ across the globe.



Unique speaking experience on-air, on-stage, online and on sales calls. Our proprietary sales communications curriculum was designed and is taught by our CEO who combines her experience as a TV News Anchor and Journalist, with 20+ years leading sales, client service and marketing for companies like Yahoo, AOL and WebMD, and as a global keynote speaker.



Data-Driven Training: Your program is custom built for your needs. Every engagement starts with diagnostic assessments to measure your leadership and frontline sales team's skills, challenges and opportunities for growth—these insights drive the design of your company's core program.

Our focus on mindset and confidence gives your team the courage to apply new techniques. We dig deeper than typical programs to drive self-awareness of psychological barriers (like Imposter Syndrome), that can derail the sale. Our training is based on decades of academic research to explain "the science behind the sell."

Private Coaching transforms behavior in an empowering way. Your entire team will receive 1:1 Coaching to help them apply newly-learned skills through practical roleplay. We evaluate their pitch and delivery, provide feedback and help guide their storytelling strategy. Every participant and his/her manager receives a Personal Development Plan so leaders can optimize future coaching.

Our value extends beyond our comprehensive training programs. Pitch to Win complements our training on Diversity, Equality & Inclusion (DEI) and Purpose-Driven Leadership and Marketing. We also offer consulting services and keynote speaking for company events, employee offsites or client conferences, so we can provide integrated solutions to meet your needs.

We deliver results. As the CEO of Evoke KYNE shared: "We would never risk going into a big pitch without the help of Wet Cement." Our proven methodology has helped our clients win new accounts and expand relationships with existing customers. *What can we do for you?*

ALL-INCLUSIVE PROGRAM

The full-service program includes the following elements:

Group Training and 1:1 Coaching Sessions

Includes up to 20 participants + the following elements:

1. Three half-day Group Training workshops for up to 20 participants
2. Three 30-minute “Q&A and Reinforcement Forums” – Group sessions following the Intensive Workshops
3. Twenty (20) private 1:1 coaching sessions : 1-hour duration + 40-Point Feedback Report
4. One wrap-up Reinforcement Workshop (group training session): 1.5-hour duration
5. Handouts and course materials provided for every workshop. All sessions are conducted live and recorded for team members who cannot attend, content reinforcement and management review.

If Group Training sessions exceed 20 attendees, each additional participant is \$750 up to a maximum of 40 (fee includes a personal Coaching Session). We can accommodate larger groups and design a program to meet your needs—we would use a different format and cost structure.

Management Training: “Coach the Coach”

Includes five (5) total sessions with your leadership team: one each week following the half-day Group Training sessions, plus a pre-workshop planning session and a post-workshop meeting to share macro-level team feedback and recommended accountability/reinforcement strategies.

Analysis, Insights + Communications

Includes Discovery Phase, Survey Development & Analysis for two diagnostic assessments and Curriculum Customization. We leverage discovery and survey results to develop the course curriculum in partnership with your leadership team.

Additional Services

Continuity Workshops: Ongoing workshops reinforce the fundamentals and ‘level up’ your team’s abilities.

Marketing Strategy and Narrative Development: We partner with Sales and Marketing teams to develop and refine the narrative, visuals and storytelling components of go-to-market/capabilities presentations.

Management Training: Supplemental Leadership Training and Strategic Coaching

Coaching: We help New Business teams develop and refine concepts, presentation flow and story for critical RFPs and pitches. We coach on every aspect of the sales process—from Prospecting and Qualifying to Account Planning and Pipeline Management, to Presentations, Thought Leadership, and Renewal Strategies.

OUR CUSTOMERS



OUR IMPACT

"Our initial workshop was so valuable that [we had] Wet Cement provide ongoing communications strategy and coaching to all of our customer-facing teams. Every session is customized and designed based on our team and business needs--this is definitely not like a boiler-plate training program." –*Jack Barrette, CEO, WEGO Health*

"Wet Cement is a powerhouse of knowledge, support and motivation." –*Marisa Russell, SVP Sales, Quantcast*

"Jenn has made a big impact on our work at KYNE. Her training sessions with me and my colleagues in advance of big presentations have been instrumental in helping us to focus our ideas, sync-up as a team and increase our presentation effectiveness, clarity and persuasiveness!" –*Maureen Byrne, Partner, Evoke KYNE*

"We're still coming off of the high of what was an amazing session. You delivered exactly what we needed and we couldn't be happier." –*Gina D'Andrea, EVP Sales, What to Expect*

"Jenn's strategic approach to business development has been instrumental to improving the effectiveness of our organization. She has shifted the focus of our teams to think big picture--how can we help solve our client's challenges and weave into their overall consumer plan. This approach is proving to strengthen our client relationships and trust as well as result in larger contracts." –*Laurel Netolicky, VP Sales, WEGO Health*



working for women™
MEMBER

Help Your Team AND Women's Economic Empowerment

We are a Woman-Owned Business that proudly support non-profits that share our vision to champion equality and help Advance Women At Work. That's why Wet Cement commits 2%—1% of our profits and 1% of our time—to help the female empowering non-profit organizations Working for Women supports.

JENNIFER WILLEY

CEO & Founder, Wet Cement

TRAINER, COACH, CONSULTANT AND KEYNOTE SPEAKER

Jennifer Willey launched Wet Cement in 2017 to help organizations and individuals unlock fearlessness to unleash growth. Her company helps teams striving to achieve their potential through keynote speaking, training, coaching and consulting. Wet Cement works with Fortune 500 companies, start-ups and associations across industries, including media, AdTech, PR/communications, healthcare, financial services and Consumer Packaged Goods.



Jennifer is a global Keynote Speaker and Content Creator. [Fearless in 5](#) is her snackable, career-enhancing video series that helps business professionals learn how to unlock their fearlessness to be more successful at work and in life. Jennifer is a professional member of the National Speakers Association.

Before launching Wet Cement, Jennifer spent 20+ years leading sales, strategy and marketing for innovative companies, including pwc, Verizon/AOL, WebMD and Yahoo!. Jennifer's industry knowledge gives her a unique perspective on how to diplomatically navigate, lead and grow in dynamic, challenging environments.

Earlier in her career, Jenn was a television news anchor and reporter for ABC and CBS affiliates. As a journalist, she honed her public speaking and storytelling skills, and learned how to establish a winning on-camera presence.



Jenn's personal mission is supporting the advancement of women. Wet Cement donates 1% of its profit and 1% of its time to the non-profit [Working for Women](#). She was the Founder and Chairperson of the WebMD Women's Leadership Network and a founding member of the AOL Women's Network. She formerly served on the Board of the Alliance for Women in Media. Jenn served as the expert sales and communications trainer for UBS' non-profit, Project Entrepreneur program. In addition, she is a founding member of the Enrichment Committee for Impact 100 Jersey Coast., a philanthropic organization for women.

Jennifer graduated from Cornell University with a degree in Communications, and she recently earned her Diversity and Inclusion Certification from eCornell. She lives in New Jersey with her husband John and two sons.

To learn more about Wet Cement, visit wet-cement.com. To learn more about its Gender Equity Practice, Advance Women at Work, visit advancewomenatwork.com.

READY TO ACCELERATE YOUR TEAM'S GROWTH?



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



Wet Cement is certified as a Woman-Owned Small Business by the US Small Business Administration and as a Women's Business Enterprise (WBE) through the Women's Business Enterprise National Council (WBENC). Wet Cement supports other Women Owned Enterprises through discounted services. NAICS Codes: 611430, 541612, 541611, 611699