



MEET SHAWN CHANNELL

Shawn Channell spent a decade struggling to create a career in sales. First as a Realtor, then multiple stints selling cars, and even as a door to door salesperson he faced thousands of rejections, disappointing results, and years of barely making enough money to survive.

At that pivotal moment when he was ready to walk away and pursue a different career path something clicked. The approach he had been taking was backwards. It was all about his product, his service, and his company. It didn't necessarily align what what the customer wanted; their challenges, objectives, and goals.

As a result, *Strategic Communication* was born. A sales methodology focused on uncovering what the client's objectives are, strategically aligning their needs with your value, and ensuring both parties are clear on the reasons to partner together.

For the past fourteen years Shawn has been coaching, developing, and training sales people and sales leaders to produce results. His sale people have become six figure earners and some of the top professionals in their sales positions. Many have gone on to become top level sales leaders. The sales leaders he partners with acquire a strategic approach to lead, coach, and develop their sales teams on a completely new level. Their teams consistently hit goals and grow their sales results.

Strategic Communication isn't designed to replace your previous sales experience or methodology. It's power lies in adding a fresh perspective in a market saturated with the same traditional sales approaches. Consider it another tool to add to your arsenal that will increase the power of your communication with clients and drive new results.