



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Bill Whitley

*Travels from:* North Carolina

*Fee Range:* \$7,501 - \$10,000

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Bill Whitley is a nationally recognized speaker, author and trainer specializing in helping companies improve sales force productivity. Many of his unique sales and customer loyalty concepts are derived from Bill's personal experience as a top-echelon sales executive who achieved and maintained an 80% presentation-to-close ratio.

In 1989, Bill leveraged his dramatic sales success by forming The Whitley Group, a multi-media sales presentation design and production company whose focus was creating sales improvement programs for clients such as IBM, Apple Computer, EDS and AT&T.

Today, the powerful sales concepts, tactics and techniques Bill shares with client sales associates and managers reveal, step by step, how to: Attract more new clients...Communicate the true value of your products, services and personal sales representation...Engage fully with current clients...Develop long-term trust relationships with clients that cement personal and company loyalty.

In addition to his work as a consultant and keynote speaker, Bill is author of two books that present & reinforce the unique sales training principles he presents in his seminars. *Eight Secrets of the Top-Performing Agents* outlines strategies and techniques used by top-selling agents of State Farm Mutual Insurance Company. Uncovered by Bill at the request of State Farm management, these effective sales principles form the basis of Bill's popular seminar of the same name. More than 3,700 State Farm insurance agents have attended his Eight Secrets seminars and used what they learned to improve their home and auto close rates and customer loyalty levels. *Art of the Rainmaker* explains in clear, easy steps how sales personnel can create new clients without adopting a pushy, aggressive sales approach.

### *Most Requested Programs...*

- Eight Secrets of Top-Performing Agents