

Michael Vickers

Business Performance Coach; Personal & Sales Performance Expert; Author

Please contact a GDA agent for information.

Topics

- Branding / Marketing
- Business Growth / Strategy / Trends
- Customer Relations
- Negotiation
- Productivity
- Sales

About Michael Vickers

Michael Vickers inspires success! Michael redefines the possible for sales professionals, leaders, and managers. Whatever the sales or business opportunity, Michael will enhance the odds. Every person who has an idea to promote, a team to motivate, or a competitor to challenge will attain a new level of success after an event with Michael. Whatever result you are striving for, if it involves influencing others, or achieving success through others, Michael will build your confidence and accelerate your team's performance.

A popular speaker, consultant and educator, Michael coaches thousands of professionals every year to grow individual and organizational performance. Summit Learning Systems, Michael's training organization, brings leading-edge strategies to clients in every sector of the North American economy.

Michael's success is completely grounded in and built on his personal experience. A consummate entrepreneur, Michael is a graduate of his own franchised retailing enterprise, a manufacturing and distribution company, and a highly successful publishing venture. A ceaseless innovator, Michael is constantly researching leading companies, searching for best practices, and distilling the experience of success, many of which can be found in his best-selling books entitled, "Becoming Preferred: How to Outsell Your Competition", and "Dance of the Rainmaker: Creating Authentic Differentiation in Today's Competitive Marketplace".

Michael also shares weekly insights as the host of the podcast, "Becoming Preferred," available wherever you get your podcasts.

Michael's unique gift is his mastery of the art of influence, and his ability to translate that mastery into practical, powerful techniques anyone can use. His presentations are entertaining, intimate and unabashed and he is hilarious in his stories, boundless in his enthusiasm, and relentless in his message that success is available to everyone!

Select Keynotes

- **Becoming Preferred - Out-position, Out-sell, & Out-Experience the Competition**

Format: Keynote or Breakout Workshop

Time Frame: 60-90 minutes

Target Audience: Sales, Marketing & Customer Service Teams

Today's marketplace is more competitive than ever. With the proliferation of competition in every sector and the ever growing digital landscape, businesses struggle to differentiate themselves in a sea of similar offerings. To stand out from the crowd, it is essential for businesses to not only offer high quality products or services but also to create unique brand experiences, engage with their customers in meaningful ways, and continuously level up their game.

In this popular Keynote presentation, Michael presents leading-edge strategies and tactics to give you and your team the frameworks to out-position, out-sell, and out-experience the competition and become the preferred provider in their marketplace.

This game-changing Keynote or Breakout Workshop will teach you how to:

- Become the emotional favorite in the markets you serve
- Create authentic differentiation in a crowded marketplace
- Build relationships of trust quickly



- Deliver 'High Touch' and Distinctive Value to your client base
- Build long-term economic relationships of trust with your clients
- Deliver a client experience that unleashes customer advocacy
- Overcome discounting by employing the "Five Customer Values"
- Insulate your clients from competitive erosion
- Exceed expectations and increase your customer advocacy with "High Touch" strategies

"Becoming Preferred" is not just a presentation; it's a strategic roadmap that engages your organization and enables you to deliver a client experience that sets you apart from the competition. This presentation is entertaining and informative, with real-world anecdotes, practical examples, and proven strategies to empower you and your team to achieve immediate, tangible results.

Internalization Webinar: Michael includes a complimentary follow-up internalization webinar with each of his programs, which can be delivered 3-6 weeks following the initial event.

Travel: All transportation and hospitality fees are in addition to the appearance fee. Michael's air travel is booked by us using refundable round-trip economy class airfare. Michael's preference is a king size bed, non-smoking room.

AV Requirements: LCD projector/screen and wireless microphone (handheld or lavalier). Michael travels with his presentations on his MacBook laptop and carries the required connector, correctly referred to as a "dongle" (no joke!) for his laptop to hook up to the LCD projector.

Products (Books) Available in Hard Copy and Digital Copy: *Becoming Preferred: How to Outsell Your Competition* and *Dance of the Rainmaker: Creating Authentic Differentiation in Today's Competitive Marketplace*

• 7 Triggers to Booking the Business

Format: Keynote or Breakout Workshop

Time Frame: 60-90 minutes

Target Audience: Sales, Marketing

Our emotions wield incredible influence over our decision making process. Whether conscious or subconscious, they often influence our purchasing choices based on how a product or service resonates with us emotionally, even as we seek logical reasoning.

Discovering and activating these emotional triggers in your sales conversations and customer experiences can revolutionize your results to help you build trust and credibility quickly, streamline the sales cycle, accelerate the buying process, and position you as the emotional favorite in your market.

In this captivating and practical presentation, you'll explore the powerful emotional drivers that fuel success. Discover profound insights into your customers' motivations, allowing you to craft compelling marketing and sales strategies and messaging that deeply resonate and elevate your results to new levels.

Understanding and employing these triggers will help you:

- Build trust, credibility, and authority quickly
- Position the "Why" and sell the "Because"
- Make dynamic, results-oriented sales presentations
- Accelerate the buying cycle and crush your targets
- Increase profit margins with the five customer currencies
- Overcome buyer resistance effectively
- Get the customer to take action quickly
- Confirm the business with make-sense solutions

Unearthing the secrets of human behavior and psychology is key to unlocking any thriving business's potential. Delve into the captivating realm of consumer decision-making, a labyrinth of conscious and subconscious emotions that shape our choices. "7 Triggers to Booking the Business" is a game changing framework empowering you to skyrocket your sales, secure more deals, and become the emotional favorite in your market.

• How to Sell When Nobody's Buying

Format: Keynote or Breakout Workshop

Time Frame: 60-90 minutes

Target Audience: Sales, Marketing

How we influence and sell has changed! The strategies, methodologies, and techniques commonly employed today are worn out and obsolete. Whether it's a sluggish economy, a national tragedy, a shift in consumer needs, or Mother Nature wreaking havoc, these changes can be massively disruptive, and even paralyzing. True professionals committed to continuous improvement and leveling up their skills hit these challenges straight on and thrive regardless of market conditions.

The real magic lies in your teams' ability to skillfully navigate and capitalize on these changes, ensuring profitability and success. Don't "sit tight

and ride it out" when crises strike. Take action and thrive!

This highly popular presentation will give your team the strategies and frameworks to:

- Develop a recession-proof mindset
- Identify new market opportunities
- Gain access to the decision-makers
- Build relationships of trust quickly
- Create authentic differentiation
- Level up the sales conversation
- Hack buyers' motivation
- Use Value-Add positioning
- Insulate existing clients from competitive erosion
- Present make-sense solutions

With the changing economic landscape, sales teams must adapt their strategies and mindsets to survive and thrive in any market. This popular keynote or breakout workshop will give your team the tools to develop a recession-proof mindset and capitalize on market disruptions.

- **Become the Preferred Employer in a Competitive Marketplace**

Format: Keynote or Breakout Workshop

Time Frame: 60-90 minutes

Target Audience: Leadership, Sales, Marketing, Operations, Human Resources

Attract top-tier talent, retain your top performers, and level up the employee experience. You can unleash your organization's potential with "Become the Preferred Employer in a Competitive Marketplace." This revolutionary presentation is designed to transform your company into a magnet for top-tier talent. Boasting an innovative approach that prioritizes employee experience, it promises a new and exciting era of organizational success. This program isn't just about attracting top-tier talent, it's about retaining them, too. This framework ensures that key performers stay committed, engaged, and loyal to your company's vision. The result? A highly motivated, skilled workforce ready to propel your business to unprecedented heights.

Understanding and employing these strategies and frameworks will help you:

- Unlock the power of employee engagement
- Learn the strategies that identify your employees' values and motivation
- Create high-value conversations to build trust and pique interest
- Elevate your "you should work with us because" positioning statement
- Accelerate the candidate commitment cycle
- Employ the five employee currencies to enhance your compensation package
- Exceed employee expectations with "High Touch" strategies
- Handle recruit reluctance more effectively

This informative and practical presentation isn't just a tool; it's a roadmap to an enhanced employee experience. It emphasizes the importance of the 'Employee Experience' (EX), suggesting that satisfied employees lead to satisfied customers. It presents an intriguing twist on conventional wisdom: To thrill your customers...first thrill your employees.

Michael's strategies and frameworks have been helping his clients attract top clients and win the business, and they will help you attract and win the hearts of top-tier talent and Become Preferred.

Select Book Titles

- **2015:** Dance of the Rainmaker: Creating Authentic Differentiation in Today's Competitive Marketplace
- **2002:** Becoming Preferred: How to Outsell Your Competition

Select Articles

- [Chatbots Can Turbo-Charge Your CRM](#)

With customer service and sales leaders looking to improve the customer experience continuously, the chatbot race is on, and there are many things to consider before implementing your chatbot strategy.

- [Your Customers Want Authentic Connections. Is Your CRM Strategy Creating Them?](#)

Some simple strategies to improve your customer relationships.

- [How to Sell Virtually in a Turbulent Marketplace](#)

It may seem simple to move your meetings online, but technology isn't all you need. Being a great virtual salesperson doesn't just mean long days of videoconference calls.

- [Is Your CRM as Intelligent as It Should Be?](#)

An AI-infused CRM can help predict buying patterns and trends from purchase histories while offering highly targeted product and upsell recommendations.

- [It's Time to Deploy, not Dabble with, Social CRM](#)

If you haven't fully embraced social CRM, you're opening yourself up to competitive erosion from the companies that have.

- [Do you know your customer's generation?](#)

Different customer cohorts don't all speak the same language, or react to the same messages

- [6 Data Categories Your CRM System Should Be Capturing](#)

Go beyond contact information to connect with clients on a deeper level

- [CRM Leverages Your Relationships by Capitalizing on the Details](#)

A big part of your core strategy? Staying on top of all of your clients' needs

- [Is Your CRM System Aligned with Your Entire Business?](#)

Your CRM solution can allow you to map each customer touch point and help you understand the data generated so you can meet and exceed customer expectations.

- [Is Your CRM System Social Media Friendly?](#)

Social CRM empowers customers to collaborate with the companies they do business with and gives companies the ability to create customized experiences while building relationships with customers.

- [Using CRM to Create Real Relationships](#)

Before we can recommend a solution to our customers, we need to understand them. Purchasing history and communication records are important, but it's the answers to some well-thought-out questions that will really give you the insights necessary to influence your customers.

- [From High Task to High Touch](#)

Use your CRM technology to exceed expectations and build trust.

- [How to Become Preferred in Business](#)

If you learn to identify your customers' stress points better than your competition, you'll be ahead,

- [Becoming Preferred: Up-Level the Brand Experience](#)

In today's competitive market, organizations need to stand out.

Select Testimonials

The feedback we have received has been excellent - the conference participants really enjoyed your insights, energy and enthusiasm. Your contribution to the conference was very valuable - participants left the conference motivated and charged with energy.

– *Bank of Montreal (BMO)*

Organizers like myself, place high value on presenters with practical experience who can deliver the message effectively. You delivered on both counts. Michael, always a pleasure to hear your pearls of wisdom.

– *CAIFA*

You delivered a dynamic and insightful presentation that inspired, motivated and challenged everyone. By all reports, the conference was a success and your role as a keynote speaker contributed a great deal towards that result. Thank you again for delivering exactly what you promised - a presentation that would leave a lasting impression with the delegates. It was the perfect close for the conference!

– *CPSA*

I just want to say thank you for the insight, help and spirit you've provided to us, our salespeople and distributors. You've really provided insight and richness to our process.

– *Honeywell Marketing*

I certainly enjoyed your presentation at our sales congress. I have been using your closing strategy with great success.

– *London Life*

On behalf of Michelin Canada, we want to express our sincere appreciation for your presentation. It was truly a learning moment for all of us, and you were able to break the complex business relationship into parts that we can all understand and act on. I have received many very positive comments.

– *Michelin North America Inc.*

I would like to take this opportunity to thank you for the presentation you made at our conference. Your contribution and subsequent formal and informal discussions lead to participants grading the conference 'valuable, informative' and 'the best ever!'

– *Neles Automation*

Your energy and message is like a "shot in the arm". Students have told us that your presentation was informative, entertaining and a great way to wrap up our three day seminar. Other industry guest speakers scheduled to speak after you have also commented that they wish we would schedule you last, so that they do not have to follow your extraordinary presentation!

– *Phoenix Energy Marketing*

We found Michael to be very professional, right on the mark with the topic we had chosen and very entertaining. For a group of bankers to make such glowing comments about a speaker who comes on right at the end of the day is saying something.

– *Royal Bank Financial Group*

You certainly motivated our troops! Your session was the most talked about after our conference.

– *Syspro Software Ltd.*

Michael, we wanted to let you know that you are the talk of the town here! Everyone loved your sessions, and the participant survey proved it, with your sessions drawing an incredible satisfaction rate of 98% - congratulations!!

– *Transat*