

Sharon A. Day



Clients

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Acumen IT

BB&T

Berrang, Inc.

Brundage-Bone Concrete Pumping

Charter Business

Chemgard

Eco Pan

Eleos Technologies

Enveritas Group

FUEL

Hailide America

Hawthorne Merrill Law

Hughes Supply

Keenan Suggs

McNair Law

Meilinger Consulting

packIQ

Pinnacle Bank

Propel HR

ScanSource

Schneider Tree

Serrus Capital

TD Bank

The Children's Museum
of the Upstate

Wheeler & Associates

Young Office Supply

Sharon A. Day
President, Sales Activation Group
Greenville, SC.



Working at all levels of organizations - from C-level to street level – Sharon Day’s no BS approach has helped her clients focus their teams, shorten sales cycles and increase revenues.

Sharon has succeeded for over 25 years in the realms of sales, executive coaching and management. She brings a wealth of knowledge, experience and insight on how to overcome both real and perceived obstacles to performance and growth. Her expertise manifests itself most clearly in her ability to help organizations repeatedly generate new revenues while simultaneously growing business from existing customers. Her approach is strategic and deliberate.

She has led four sales teams in three different markets to record-breaking performance, and helped create an internal leadership and sales training organization for Clear Channel Communications.

She is an expert sales coach, master facilitator, public speaker and author whose articles and have appeared in Greenville Business Magazine, and Business Black Box Magazine. Sharon is also regularly featured on LinkedIn Pulse. Her e-newsletter, “Revenue Growth Tips and Strategies” has helped put her on the national map as a sales organization expert.

She and her team focus on recruiting, educating and motivating sales teams to produce at higher levels. Everything is customized for each client and their offerings range from fractional sales management to one-of-a-kind sales contests and promotions.

Sales Activation Group’s clients include: ScanSource, AcumenIT, Serrus Capital Partners, TD Bank, McNair Law, Propel HR, PackIQ, Business Black Box Magazine, Young Office Supply, Schneider Tree Care, Hughes Supply, Pinnacle Bank, FUEL and others.

Sharon can be reached directly at sharon@2activatesales.com; or via phone either at her office 864.451.7676; or on her mobile 864.293.6633.

You can also connect with her at <https://www.linkedin.com/in/sharonaday>
or follow her at <https://twitter.com/sharonaday>

Sharon A. Day

Sharon A. Day

Founder, Sales Activation Group

2activatesales.com, 864.293.6633

Motivational speaker, expert sales coach, master facilitator, trainer and author

Real-world examples and stories will be shared throughout the speech. Sharon brings humor and high energy to every speech; engages the audience throughout with discussions and a combination of individual and group exercises; and, she always empowers the audience with takeaways they can put to use immediately.

TOPIC: SOFT SKILLS - PERSONAL BRAND
TITLE: **Understanding Your Impact**
AUDIENCE: Organizations, Associations, Businesses, High School and College Students

What will others come to know and believe about you and the value you deliver? Are you a blip or beacon on the virtual radar? How are you really perceived? Are you sure? Taking time to assess, define and strategically design your personal brand will help position yourself for maximum positive impact. Sharon shares insight, invites introspection and offers actionable advice so you can maintain an effective personal brand.

TOPIC: COMMUNICATION SKILLS
TITLE: **Emails and Voice Mails That Get Noticed**
AUDIENCE: Organizations, Associations, Businesses, High School and College Students

Are you making one of the top ten communication mistakes? Are you aware of the two things that everyone fears prior to meeting with you? Do your messages stand out and differentiate you from the competition? How so? Your customers have more choices than ever and are more time-starved. This topic is relevant to everyone who researches, produces, edits, or publishes email and voicemail content for either internal or external audiences. Sharon shares best practices, uses real-world examples to provide clarity and provides actionable steps that can be put to use immediately to improve email and voice mail response rates.

TOPIC: COMMUNICATION SKILLS:
TITLE: **Shortening the Sales Cycle: Why so many sellers still struggle to close**
AUDIENCE: Organizations, Associations, Businesses, Colleges

In today's rapid-fire and global business climate sellers must be business savvy and able to move the customer to action. Virtually all small- & mid-size companies want to effectively decrease the length of their sales cycles in order to decrease costs and increase cash flow. To accomplish both sellers must have the right mindset and behaviors. Then they need to identify the right people to target in the first place. Too many sales funnels are filled with unqualified opportunities making accurate forecasting impossible. Sharon shares a proven process and techniques to drive qualified leads into your sales funnel and establish long-term relationships that lead to referrals.

NOTE: While popular, these topics are offered as suggestions. Sharon is willing to customize a speech based on the audience's needs.

COLUMNS

BY SHARON DAY



It's almost impossible to keep internal strife from becoming external knowledge that negatively affects your brand.

When Quitting Makes Sense

Loyalty is defined as a strong feeling of support or allegiance. Faithfulness, devotion and constancy are synonyms. Many consider loyalty a virtue and they are correct. However, there are times in business and life where remaining loyal results in negative outcomes. At those times quitting might be the best thing to do.

NEEDING TO REDEFINE WHAT MAKES AN ACCOUNT 'KEY' TO YOUR BUSINESS

Early in a new management role I examined a list of clients showing their % of total revenue, % of inventory consumed, average unit sale price and average length to collection of payment. The company had been accepting business from a client for 5+ years that accounted for 3% of revenues, consumed 6% of inventory, had one of the lowest unit rates and paid at 150 days. When we limited their access to half of what they had been purchasing and opened up that inventory for others we realized revenue growth of 100% on that inventory. Is there business you should quit accepting?

WHEN GOALS ARE REGULARLY MET WE SOMETIMES MISS WARNING SIGNS

To make matters worse, the seller who handled that account was paid on billing, charged back his commissions at 90 days, and only repaid those commissions if the monies were collected by 120 days, which never happened. Take more than a cursory glance at your seller's charge back statements each month. When a seller's commissions are negated due to late payments it makes no sense to continue doing business as usual. Quit allowing others to mess with your sellers'

paychecks.

BEING SLOW TO RESPOND TO INTERNAL TENSION AND TURNOVER

We've all experienced or witnessed this and that's a shame for several reasons. If you claim to value a team culture yet turn a blind eye to real or perceived tensions and unnecessary drama your words fall on deaf ears. Blind eyes and deaf ears are a losing combination. It's almost impossible to keep internal strife from becoming external knowledge that negatively affects your brand. Luckily, happy employees also share. When managers quickly acknowledge and resolve conflicts productivity and morale remains high. So quit putting these less-than-fun conversations off and you'll soon see and hear how much your employees enjoy being part of your team.

SPENDING TIME IN ROLES THAT AREN'T A FIT

Each of us needs to understand why we are doing the work we do. Since we each define success differently the answer to this is quite personal. When we spend the majority of our day working for a living we need to be sure the work we do is a fit for the type of life we want. This is about more than money. Here's a quote from a blogger, Rob Hatch, which sums this up perfectly: 'Quitting has created freedom and choices. It has allowed me to spend time with a dear mentor and friend. Helped me put family first. It has reframed priorities, opened doors, and released me from so many fears.'

I've never seen it as giving up or giving in. For me, quitting is part of a relentless pursuit of life and work that matters, in service to the people that matter. Enough said!

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SALES

by Sharon Day



PRESIDENT
 SALES ACTIVATION GROUP

BIG DOG, LITTLE DOG

Are you in a business that is smaller than the major competitors you battle against? If so, you are the Little Dog and you will likely compete against larger companies with greater revenues. Until you gain market traction and your brand is well established this can be quite challenging.

If you are the Little Dog battling the Big Dog, here are some realities that you and your team may have to live with. Not forever, but probably for the first few years of your existence at least. Being aware of these will help you temper your expectations and best define your marketing and sales strategies.

Most large prospects are likely to make 'A Safe Choice.' The first time choosing an outside supplier, a lot of businesses—especially big businesses—choose to partner with other large companies. Big, respected firms have processes and systems that are proven in the market, so they are perceived to be less risky. Back in the day, there was a saying among C-suite execs: "Nobody got fired for hiring IBM."

Deciding to go with the Big Dog will likely be understood and respected by the team as well, leading to quick buy-in. That's a definite plus in times of change.

They're also likely to stick with the 'Big is Safer' theme for a while. If the larger supplier doesn't produce expected results, the big client tends to blame them for non-performance. While not always the case, at times this is true. The same processes and systems that allow a large business to scale often make it tough for them to customize their approach to individual

clients. This is where Big Dog suppliers begin to have some challenges.

By not being able to customize their solution or give personalized attention, larger suppliers may create enough dissatisfaction to open themselves up to being displaced. That sounds like an excellent opportunity for the Little Dog—but hold on—most times the big client still isn't ready to let go of the safer choice. So they choose another Big Dog supplier as their partner, believing that switching Big Dogs will change their results.

Eventually Some Are Ready for Real-World Service. After a couple of rounds with larger suppliers as partners, many companies are ready for real change. They find out that what they want is a partner who is willing and able to customize a solution specifically tailored to them and their business. This is when the playing field becomes leveled and Little Dog competitors who have made themselves known and have done their homework have a chance to win.

Will you be Ready for Their Call? Little Dogs, you have to start connecting with your dream clients now so you'll get an opportunity to compete. Every 90 days in every business something major happens. If you aren't top of mind you'll be left behind. When you're given a shot and still don't win, remember that 'no' is only a directional indicator leading you to come up with a better solution and new ideas.

Little Dogs Stand Tall and Remember. As you begin to engage you will either meet with the people who make decisions, or

find out exactly who they are. You also get a chance to start building your case. Be prepared. From there you'll have the chance to deepen those relationships by demonstrating your ability to develop opportunities and relieve their burdens. When the time comes for a change, if they've come to trust and respect you, your odds of winning greatly increase because they remain disappointed with their current supplier.

Begin to engage with your ideal clients who are currently working with your competitors. Make sure they come to know you and what you're capable of. Start today. Successfully make your case now so you can confidently stand tall among the Big Dogs later.

ABOUT SHARON DAY

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What People Are Saying

"Sharon presented to a group of our members...She was very professional, had a great sense of humor and fresh, new ideas. Those who attended had a great time and had very positive feedback. I recommend Sharon's services for a company seminar, or consultation meeting with any organization. She is a very effective public speaker and I would love to work with her again in the future."

- *Allison McGarity, CEO, Simpsonville, SC Chamber of Commerce*

"I just want you to know that I am so grateful to have you in my world! I mean that with my heart that every time we talk I learn something that makes me better and stronger!"

- *Donna Beerman, New Business Development, Business Black Box Magazine*

"I had the pleasure of working side by side with Sharon as an Executive Performance Coach at Star Performance Group. Sharon assumed a position of leadership among her peers and contributed greatly to the real-world curriculum we collaborated to create. Sharon did an incredible job of delivering the curriculum in the classroom. More importantly, she then helped the managers she was assigned to coach translate it into behavior and ultimately results in the field. "

- *Kandice Herndon, Executive Performance Coach, Creative Resources Group*

"You hit a homerun tonight! That's the first time I've heard you speak. You are a born winner, Sharon."

- *Eddie Terrell, Financial Representative, Northwestern Mutual*

"You were awesome tonight! At the top of your game! You are a natural! I'm so glad I was in your audience."

- *Valerie Miller, Real Estate Agent, The Marchant Company*

"Sharon Day delivered. Super and original! She's a Greenville treasure...and I appreciate that."

- *Leighton Cubbage, Chairman of the Board, Serrus Capital Partners*

"Awesome job tonight!! I think everyone left with more than just a handful of useful nuggets...I know I did!! Great blend of stats, "sound bite" punch lines to the heart and to the head, and stories and testimonials to give it all color and depth...I left with 4 pages of notes!! I'm glad I was there tonight!"

- *Bruce Meyer, Owner, Always Best Care*

"Sharon is a dynamic speaker who engages the audience and is entertaining yet informative, delivering takeaways that can be put into use immediately."

- *James Stewart, Sales Manager Business Accounts SC, Charter Business*

Sharon A. Day

Standard: presentation crafted from our archive of speaking topics. Presentation will include real-world examples that are relative to your audience's needs and interests.

60- to 90-minutes	\$1,000.00 (USD)*
½ day (3.5-4 hours)	\$2,500.00 (USD)*
1 day (6-8 hours)	\$3,500.00 (USD)*

Custom: presentation created and tailored specifically to your audience's needs and interests

60- to 90-minute	\$1,750.00 (USD)*
½ day (3.5-4 hours)	\$3,250.00 (USD)*
1 day (6-8 hours)	\$4,250.00 (USD)*

Gratis: A limited number of speaking engagements are offered to clubs, associations, non-profits and educational institutions free of charge. Contact us to determine schedule openings.

***Terms**

- *Speaker's fees do not include travel and per diem expenses. These expenses will be paid by the client. Gratis presentations also require payment of travel and per diem expenses.*
- *To reserve a speaking date, a 50 percent deposit will be payable (Net 10 days) upon contracting the speaking services. The deposit is refundable if cancellation is received 30 days prior to the event. If canceled less than 30 days prior to the event, the deposit is non-refundable.*
- *If 1 day booking is split between 2 consecutive days (begin one afternoon and finish the next morning, for example) the 1-day fee will be increased 10%, to \$3,850.00 for standard; \$4,675.00 for custom.*

Schedule Your Event: *For an energetic, informative, and engaging presentation, contact us to schedule your event.*

Technical Rider

- Wireless HAND HELD microphone
- If using slides/video, Sharon will provide these in advance and bring it with her on a USB drive
- Large riser with lots of walking space. Please be aware that Sharon likes to walk around the stage and possibly into the audience. Production, lighting and camera crews (if applicable) should be informed and be prepared to be mobile .
- Large screen (12' minimum preferred) off to either side of the platform
 - o Screen angled in the room will also work
 - o LCD projector for Multi-Media presentation - 1600 Lumens Minimum
 - o Rear or top projection preferred

Sales Activation Group

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