



Customer

The client is a Fortune 50 company and one of the world's leading providers of hybrid-cloud, artificial intelligence and cognitive solutions.

Audience

VP of Sales, Sales Directors and Sales Team

Country

Virtual

Challenge

To spark creativity and inspire sales teams to think bigger in order to help them achieve exponential sales growth.

James Taylor's Solution

- 45 minute virtual keynote

Results

- James Taylor's inspiring opening keynote engaged their senior sales leaders on how to use creativity, curiosity, agility and virtual selling to achieve sales objectives.
- His session combined the virtual keynote style with interactive activities to spark audience engagement.

James Taylor helps cognitive solutions company accelerate sales growth

The client is a Fortune 50 company and one of the world's leading providers of technology, cloud, artificial intelligence and cognitive solutions.

As part of the clients virtual sales meeting they decided to invite James Taylor to kick-off day one of their annual event. Attendees consisted of senior sales leaders and sales team executives from across the Asia Pacific region.

The objective of James' session was to spark creativity and inspire the entire APAC sales team to think bigger in order to achieve exponential growth.

James took part in a number of pre-event calls with sales team leaders in North America, Europe and Asia to clarify event objectives and understand current market conditions and challenges. As the time for James' presentation was relatively short (45min) it was decided not to do any breakout sessions but rather focus on the key messages that the client wanted to get across to the sales team.

The final virtual keynote presentation blended the latest insights on cognitive computing and virtual selling with stories on the power of creativity, agility and resilience.

QUOTES

"The feedback from the team has been really good. I would hire James again." - Client

**James
Taylor**

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

**James
Taylor**

KEYNOTE SPEAKER

Enquire Now:

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