

# Cultivate a Collaborative Sales Team & Culture

## *Grow and Thrive in the New World of Work*

Get ready to ignite your sales and marketing teams with a keynote that's as electrifying as it is actionable! ***Sales leaders will discover a bold, pragmatic roadmap to shatter silos, spark collaboration, and turbocharge growth*** in today's fast-paced, commoditized economy. This isn't just a speech—it's a high-energy wake-up call to ***transform your teams into a unified powerhouse that stands out in a 'Sea of Sameness'*** and thrives amid relentless change.

Picture this: sales and marketing, once at odds, now aligned as a dynamic engine driving revenue and loyalty. Through interactive storytelling, real-world case studies, and proven tools like the "4 Keys to Accountability" and "20 Best Practices of Peak Performance," ***attendees will master the art of crumbling territorialism and forging unshakable trust***. Leaders will learn to shift limiting beliefs—like "we can't work together"—into a shared vision of ***"we're unstoppable together," using the "Results Model" to propel teams toward what matters most***.

***This keynote dives deep into practical strategies:*** crafting a standout team brand, becoming trusted advisors in the "Experience Economy," and executing flawlessly to win customers' hearts and wallets.

But it's not just about tactics—it's about culture. Culture is your growth engine or your anchor, and this session shows you how to make it the former. ***Sales leaders will leave with a tailored action plan to cultivate accountability, engagement, and innovation, turning their teams into agile, resilient forces ready to dominate the Age of Disruption***. With humor, energy, and no-nonsense insights, this keynote equips you to lead with purpose, align sales and marketing around shared goals, and achieve exponential results—starting the moment you walk out the door. ***In a world where the fast and adaptive win, this is your chance to redefine success and build a collaborative culture that doesn't just survive but thrives***.

## KEY LEARNINGS AND TAKEAWAYS:

- **Unify Sales and Marketing:** Master strategies to align teams around shared goals, breaking down silos and boosting collaboration for explosive growth.
- **Build a High-Performance Culture:** Learn to shift mindsets and behaviors, creating an accountable, engaged team that drives results.
- **Stand Out and Win:** Refine your team's brand and forge unbreakable customer relationships, distinguishing yourself in a commoditized market.
- **Execute with Precision:** Apply the "4 Keys to Accountability" to ensure flawless strategy execution, even in turbulent times.
- **Spark Innovation:** Inspire discretionary effort and creativity, turning your team into a hub of bold ideas and solutions.
- **Accelerate Revenue Growth:** Walk away with a practical action plan to enhance teamwork and hit ambitious sales targets.
- **Thrive in Disruption:** Develop agility and resilience to turn challenges into opportunities, keeping your team ahead of the curve.
- **Foster Trust and Camaraderie:** Eliminate blame and build a collaborative spirit that strengthens sales-marketing partnerships.
- **Lead with Confidence:** Transform accountability into a positive force, empowering you to guide your team to unparalleled success.

## About The Speaker/Author:

In today's rapidly evolving digital landscape, adaptation is the key to success. Enter Mike Evans, acclaimed speaker, author and **visionary expert on the intersection of artificial intelligence (AI) and human potential**. With a keen understanding of the **transformative power of AI and its implications for individuals and organizations**, Evans is at the forefront of guiding audiences towards thriving in the new world of work.

Equipping Organizations and Individuals to **Thrive Through Artificial Intelligence Impact, Disruption & Change and Today's Sea of Sameness**. In addition to being a leading authority on **Artificial Intelligence Impact and Future Work**, clients rely upon Mike's solutions to; **Accelerate Change, Shape Their Optimal Culture, and Unleash Personal and Organizational Accountability and Resilience**.

In his compelling presentations, Evans delves into the profound impact of AI on the workplace, exploring how advancements in technology are reshaping industries and redefining the nature of work itself. With a blend of research-backed insights and real-world examples, he **illuminates the opportunities and challenges that AI presents, empowering audiences to embrace change and harness the full potential of emerging technologies**.

**Evans doesn't just inspire; he equips audiences with actionable strategies for thriving in the era of AI**. From cultivating a growth mindset to fostering collaboration and adaptability, his insights provide a roadmap for individuals and teams to thrive in the face of uncertainty and change. As organizations grapple with the challenges of digital transformation, Mike Evans offers a **beacon of clarity and guidance**. With his unparalleled expertise on AI and change, he **empowers audiences to embrace the future with confidence, unlocking their potential to excel in the new world of work**.

**34 of Fortune 50 are clients**. Mike works with organizations around the globe and in virtually every arena, from the tech sector to financial services, manufacturing, health care, hospitality, entertainment, retail, and the US Government. Clients include: Intel, Capital One, Apple, Home Depot, Caterpillar, PNC Bank, Cargill, Pfizer, General Mills, H&R Block, The United States Navy, John Deere, Fidelity Investments, Monsanto, Google, US Steel, Rite Aid, Agilent Technologies, Johnson & Johnson, Symantec, Cigna Corporation, ITPA, US Department of Commerce, BNY Mellon, Oracle, Astra Zeneca, Baxter International Inc., Shell Oil, UPMC, Citrus Valley Health, McAfee, American Airlines, Masonite, Novartis, Ernst & Young, ACE Hardware, DuPont USA, Quest Diagnostics, State Farm, BP Oil, Heinz USA, NAFCU, and NASA.