



SINGULARITY
Sales Coaching, LLC

Discover your path to sales excellence.

60-Day Sales-Coaching Program for Sales and Service Engineers

Technical selling is not easy. You must be the knowledge expert for your product or service, must be a trusted problem solver for your customers, and must be successful in sales for both your employer and your family. The profession as a Sales and Service Engineer is a complex role and there is no published map, no guide, no single methodology that will truly help you to be at your best. The answer lies within your experience, your knowledge and your unique personality. By finding and harnessing the talents that you already have, we can develop the right combination of techniques that will fire your passions and enable you to be at your most successful in the world of technical sales.

Singularity Sales Coaching focuses on helping engineers and technicians excel in the career of a sales professional by providing focused, one-on-one coaching sessions with Bill Greenleaf.

Bill's focused approach of weekly coaching sessions over 60 days, either in person or virtual, will help you to identify the challenges in your sales methodology, improve your performance and be more confident in your role as a sales professional.

Using his 28 years of experience and the five key performance factors that have been the foundation of his success, Bill will help you to discover and leverage your own unique techniques for developing customers, securing projects, and being successful in the world of technical sales.

The Singularity Technical Sales Coaching Process:

1. An initial one-on-one meeting that will identify your goals for the program, strengths and opportunities for improvement.
2. Using Bill's Five Key Performance Factors as a framework, follow a customized coaching plan that leverages your unique history, technical knowledge and skillset.
3. Through a series of one-hour calls with Bill scheduled for 8 consecutive weeks, use your everyday experiences to work your plan, learn from the results and continuously improve your process in order to reach your goals. Each call is an interactive engagement resulting in actionable content.
4. The program closes with an honest review of our progress, accomplishments and suggestions for next steps.

Outcomes include:

- Recognize your unique strengths and create your value proposition for your customers
- Craft and develop your reputation as a problems solver
- Learn to identify the right opportunities for you to be at your most successful
- Increase your confidence in your abilities as a technical sales professional
- Develop a personalized approach to building and maintaining relationships based upon mutual success, respect and value

Comments from those who have worked with Bill:

"Bill's commitment to his clients, and his honest, passionate desire to provide personal service to every single customer makes him a great sales role model. If I had to choose one person to describe a sales leader's best core values, beliefs and actions to anyone it would be Bill Greenleaf."

"As an executive that depended on the ability of Bill Greenleaf to secure, educate and motivate a technical sales team I was always duly impressed. His unique ability to bring out the talents of a wide range of individual personalities promoted success for the organization in a highly competitive industry."



"Maximizing the potential of technical sales professionals is my passion. By applying the methods and practices from the five key components of technical sales excellence that I've learned in my career, I help others improve their performance, sharpen their focus, and progress towards their professional goals."
— Bill Greenleaf

Contact Bill
for more information about the
Singularity 90-Day Sales-Coaching Program
for Sales and Service Engineers.

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