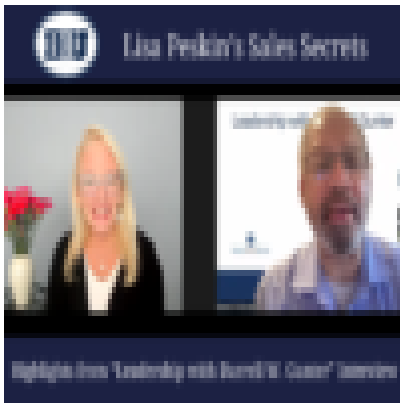




Lisa Peskin's Sales Secrets: Highlights from Leadership with Darrell W. Gunter • Interview

Description

Salespeople and sales managers, you're going to want to hear what Lisa had to say – find out her sales secrets now!

In a recent interview with Darrell W. Gunter from Seton Hall University, BDU's CEO Lisa Peskin shared game-changing sales secrets from her decades of experience. Whether you're managing a team or looking to achieve your own sales goals, you'll find practical advice and strategies throughout their conversation.

SOME MUST-SEE HIGHLIGHTS

- **The Best Sales Advice Lisa Ever Received (3:30):** Find out what she heard and how you can apply it to your own success.
- **Helping, Not Selling (4:53):** Are you there [to sell or to help](#)? Lisa dives into the mindset shift that turns prospects into lifelong customers by focusing on their needs rather than yours.
- **Triage Methodology for Sales Leaders (7:40):** For those overseeing a sales team, Lisa's relatable baseball analogy illustrates how to get every salesperson on your roster to the next level. Learn all about BDU's triage approach and how it can help you improve both individual and team performance.
- **Three Common Sales Challenges (9:08):** Sharing real-life obstacles faced by a past client, Lisa explains a few key areas where other salespeople might stumble and how to overcome them.
- **Squeezing the Lemon for Maximum ROI (12:15):** What's the secret to squeezing the lemon and making the most of your efforts? Lisa explains this concept and shares easy-to-apply examples to help you maximize your results.
- **The Power of a Sales Playbook (21:00):** Did you know that [most companies don't have a sales playbook](#)? Lisa breaks down why it's a must-have for aligning your team and driving consistent success.
- **Pre-Call Planning and Starting Strong (23:23):** Discover why preparation is everything and how to make the most of every meeting right from minute one.

- **Best Practices for New Managers (24:35):** Lisa shares the [“five rights” of sales leadership](#), as well as five times managers have an opportunity to inspire, impact and elevate their direct reports.

WATCH NOW

Ready to unlock these game-changing sales secrets and many more? Check out the full interview now for insights and takeaways to help you transform your own sales or leadership approach!

ðŸŽ¥ **Watch the Interview Below or [Click Here to View](#).**

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