



The Spark Sellingtm methodology.

A better way to start conversations with
decision-makers.

What is it

Spark Selling_{sm} is

- An unconventional yet effective way to start, re-start and advance conversations, faster
- A set of communication principles & tactics wherein words spark curiosity in prospects
- Applied across email, telephone, social media, voicemail and client meetings
- Beneficial regardless of your specific goal/market or existing sales process
- A “living” methodology being practiced globally across 44 countries & business cultures

What practicing can do for you

If you need to start & advance conversations Spark Selling_{sm} can

- Improve email and voicemail response, engagement, KPIs and meeting set rates
- Create more and higher quality pipeline/leads/meetings in less time
- Create competitive distinction and help sellers stand out among increasing noise
- Boost effectiveness of outreach efforts by strengthening copywriting, cadences & scripts
- Reveal emerging (new) conversation-starting “next practices” vetted by a community
- Convert objections into opportunities using mental triggers and behavioral science
- Boost confidence because it’s a reliable, repeatable, fun way to start conversations

Who is using it

Inside sales reps & teams (BDR/SDR/BDE/BDC reps)

Marketing teams

Job seekers & recruiters

Verticals including: IT & network security, software/SaaS, financial services, healthcare, real estate, professional services, retail and more.

Contexts

- Cold sales prospecting email/phone/social
- Individualized and large scale outreach
- Message sequencing & cadences
- Trade show leads & meetings (pre and post)
- Warm lead re-approach & referral tactics
- Demand generation & sales enablement

Return on investment

Ask us [here](#).

Get involved

- Get situational coaching using live leads you’re currently working
- Learn & get coached live online or via self-paced home study
- Join our [online Academy](#) and get feet wet



Jeff Molander

Managing Partner, Communications Edge Inc.

Jeff gives you a conversation-starting & qualification edge. In 1999, Jeff co-founded what became the Google Affiliate Network and Performics Inc., where he helped secure 2 rounds of funding and built the sales team. Today, he is the authority on effective prospecting communications techniques as founder of Communications Edge Inc. He's been in sales for over 2 decades.



Jeff is a sales communication coach and creator of the Spark Selling technique—a means to spark more conversations with customers "from cold," speeding them toward qualification. Part Sandler, part Challenger, part mental toughness, leaning on direct response copywriting concepts ... Jeff's technique is familiar yet one of a kind.

Jeff was first to offer a practical book for small businesses to sell using social media. He published, *Off the Hook Marketing: How to Make Social Media Sell for You*. Jeff's speaking & training clients include:

IBM EMEA
Petrobras (Brazil's state energy company)
Creative Lodging Solutions
Quicken Loans Mortgage Services
Kaiser Permanente
Augusoft
FARO
Glory Global Solutions
Food Marketing Institute

Leica Geosystems
Ricoh Canada
BA Insight
CA Technologies
Birchwood Credit Services
Hyvee Corporation
The Trade Group
Aranca
Boussias Communications, Athens
Italian Trade Commission