

**GENERATE
NEW
LEADS.**



Transformed Sales

*Are You Maximizing the Business
Opportunities Waiting for You on
LinkedIn?*

11

Sales Funnel Overview

Transformed Sales

Step 1: What's My Name?

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Step 2: Are You A Real Person?

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Step 3: How do you show your Soulmate
WIIFM?

Transformed Sales

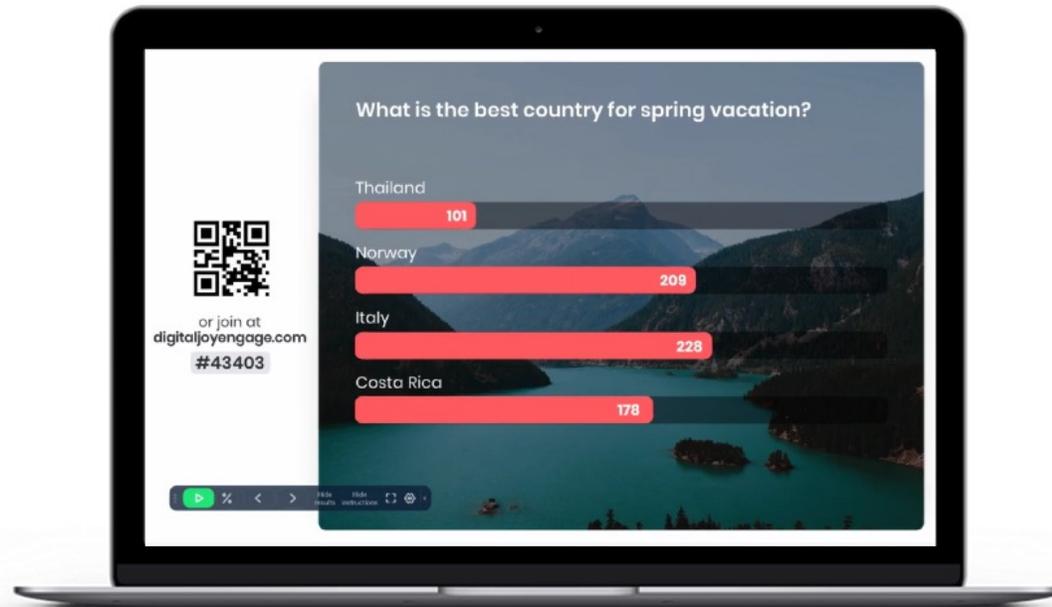
Step 4: What's your secret sauce?

Transformed Sales

**GENERATE
NEW
LEADS.**



Transformed Sales



[Privacy Policy](#)

Real-Time SMS and Web Polling

Sign in to your account to get started

Enter email

Enter password

SIGN IN

OR

Sign in with Facebook

Sign in with Google

Forgot password? [Reset Now >](#)

Don't have an account yet? [Sign Up >](#)

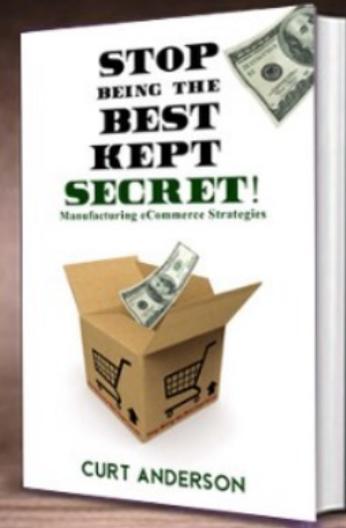
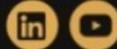
B2Btail

Manufacturing eCommerce Strategies

OUR GOAL IS TO PROVIDE
THE NECESSARY TOOLS

AND GUIDANCE
TO HELP YOU REACH ECOMMERCE SUCCESS
It's time for you to capture a slice of the \$1.8 trillion
B2B eCommerce market!

www.b2btail.com



Curt Anderson · 1st

eCommerce Evangelist for Manufacturers | #GirlDad | Author of "Stop Being the Best Kept Secret" | LinkedIn Live Webinars - "Manufacturing eCommerce Success" - Every Monday & Friday
Talks about #b2b, #ecommerce, #b2becommerce, #ecommercetips, and #manufacturing

Lakewood, New York, United States · [Contact info](#)

11,060 followers · [500+ connections](#)



B2Btail



The Ohio State University
Fisher College of Business

SCIENCE | TECHNOLOGY | ENGINEERING | MANUFACTURING



INVEST IN SALES TEAM DEVELOPMENT

Transformed Sales



Wesleyne . 🔊

Transforming Sales Managers to Lead Using Behavior-Based Skills Development | Hit Your Monthly Sales Quota Every-time Using The Sales Leadership Blueprint™ | Former Chemist Providing Effective, Edgy Sales Strategy

Talks about #salestips, #salescoaching, #salestraining, #salesleadership, and #saleseffectiveness

Greater Houston · [Contact info](#)

[7,888 followers](#) · [500+ connections](#)



Transformed Sales



Wesleyne .

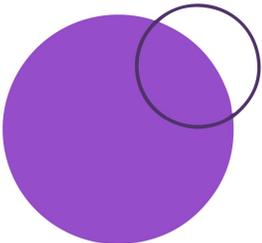
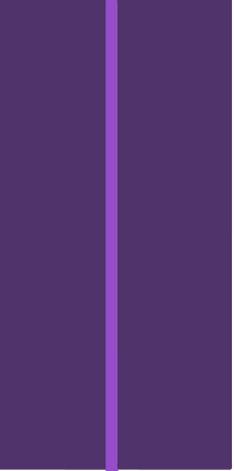
Transforming Sales Managers to Lead Using
Behavior-Based Skills Development | Hit Your...



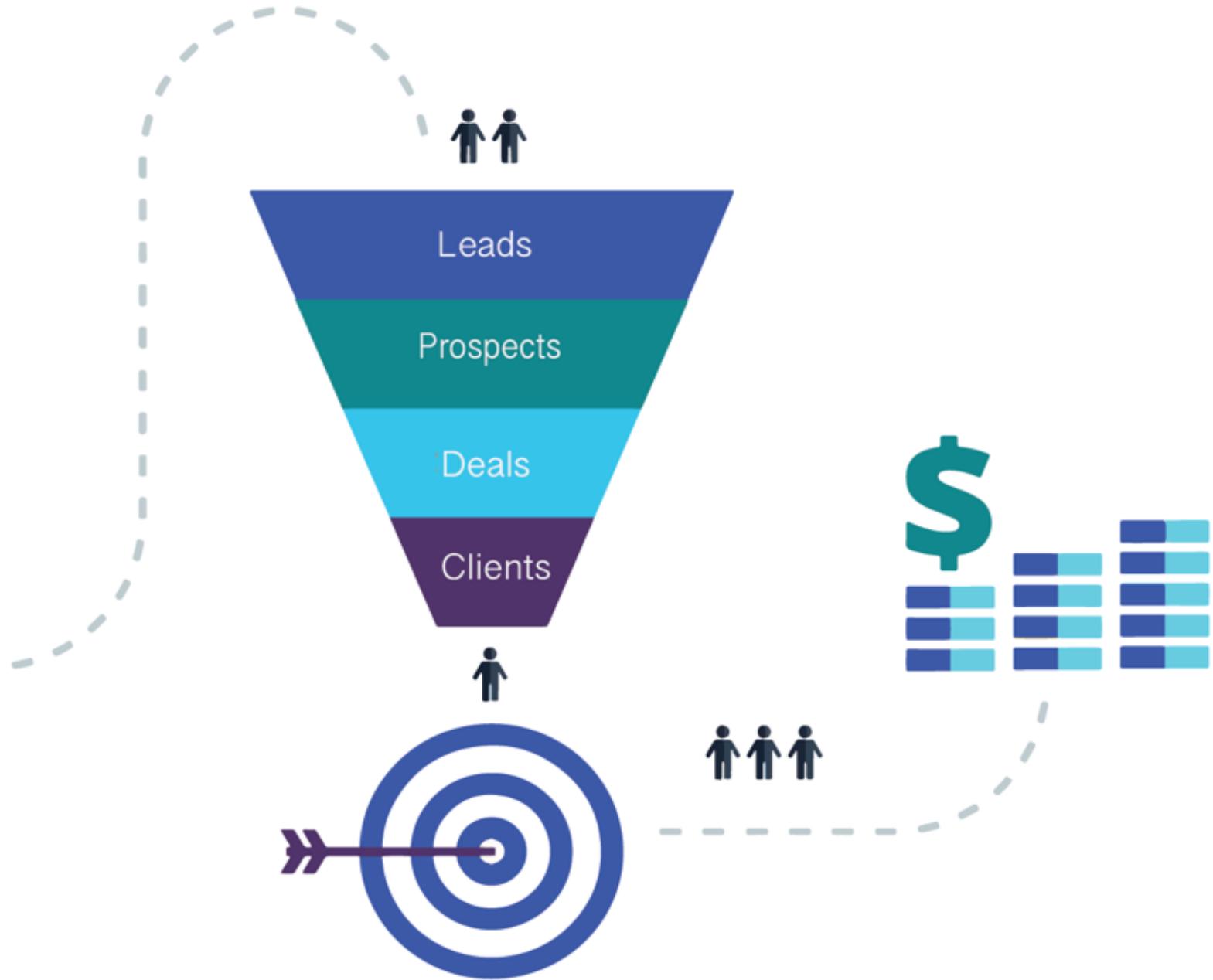
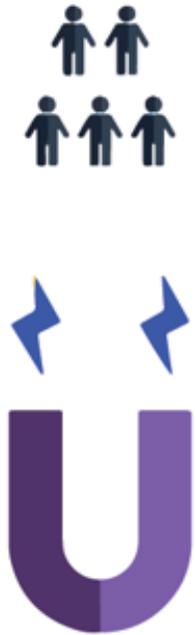
Curt Anderson

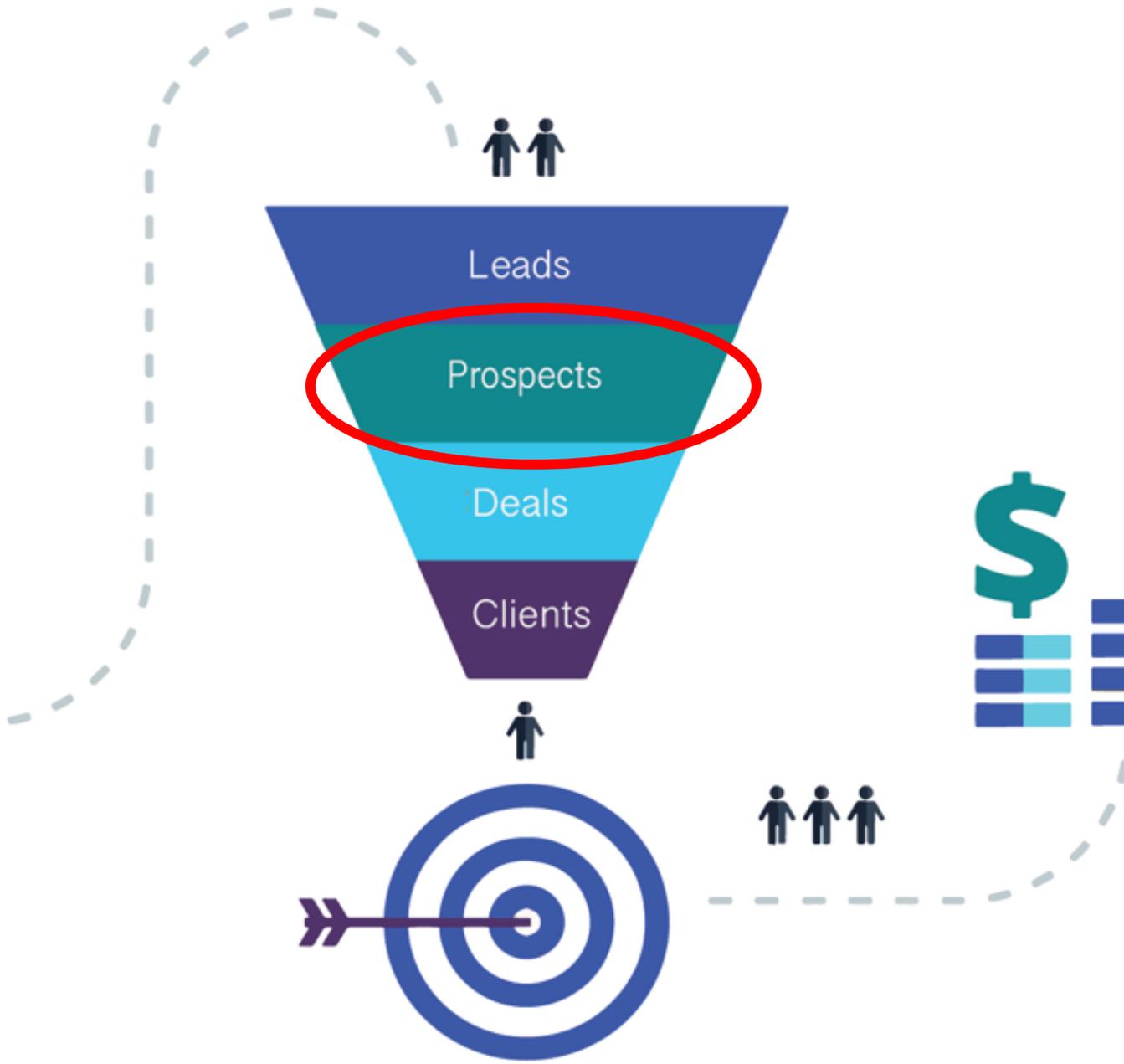
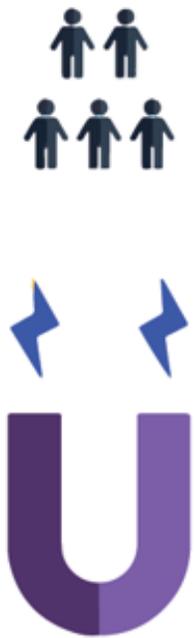
eCommerce Evangelist for Manufacturers |
#GirlDad | Author of "Stop Being the Best Ke..."





Sales Funnel Overview



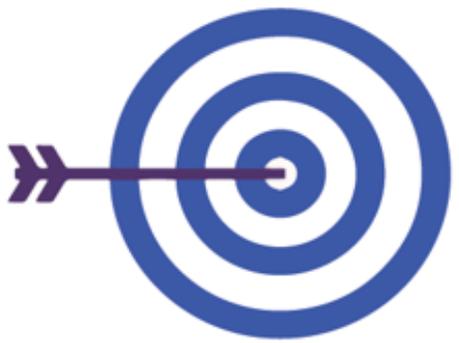


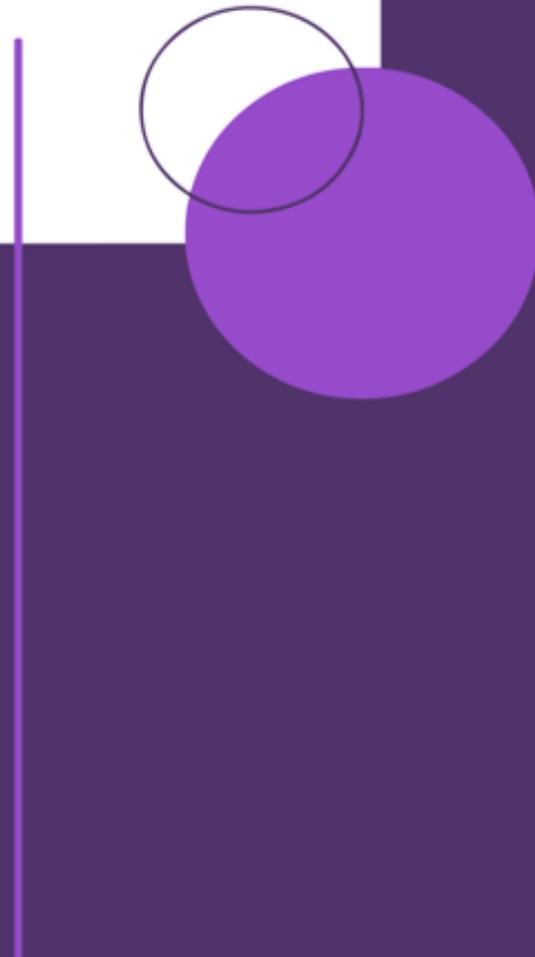
Leads

Prospects

Deals

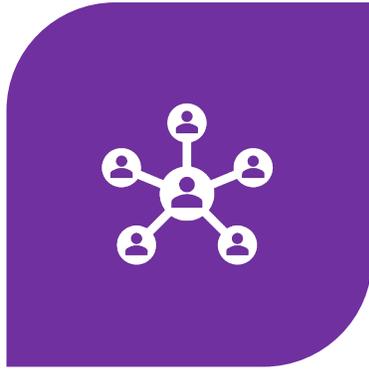
Clients





Three Pillars of Prospecting

Transformed Sales



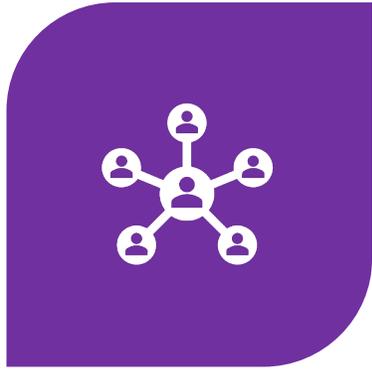
NETWORKING



EDUCATING



DIGITAL



NETWORKING



EDUCATING



DIGITAL

*Are You Maximizing the Business
Opportunities Waiting for You on
LinkedIn?*



FREE

(my favorite word)

30 Day Organic Stats

Views 

36,408

Feb 21 → Mar 20

Comments 

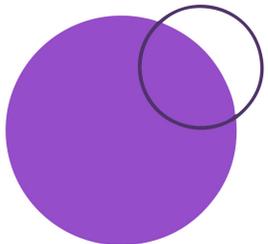
254

Feb 21 → Mar 20

Likes 

931

Feb 21 → Mar 20



UNSTOPPABLE





Find your

LinkedIn Super-Power



Monica Ventes

Based on a mockup of Mary Chief Marketing Officer, discussions, and previous email leads



Monica is a creative and motivated marketing professional who is looking to find innovative ways to wow her clients. She is a dedicated professional who strives to give her clients exactly what they want. She is successful, and she makes things happen.

Due to Monica's success, she has a full plate and her time is limited. However, Monica is approachable and spends a good part of her day networking. She sees connections as her path to advancement. She wants to continue moving up the corporate ladder.

Monica is ambitious and is eager to find new opportunities that will help her and her clients achieve their objectives.

GOAL: To *personally* connect with Monica, so she knows that Voice Express® is a tool in her creative toolbox.

More about Monica:

Monica is in her mid to late 30s. Monica has over 15 years of experience in her field and has an advanced degree. Monica is married and has two children. She has an eight-year-old boy and a six-year-old girl. Monica's husband is also a professional. Between them they manage to be deeply engaged in their children's lives, and they fill in the gaps with an employed caregiver.

Monica's Concerns:

Monica's is concerned with maintaining her stellar reputation. Due to the nature of her ambition and her successes, Monica is most interested in the possibilities.

Monica has authority and a budget to back her up. Monica lacks the time to be able to find solutions on her own. She has to count on her team or others to show her what is out there.

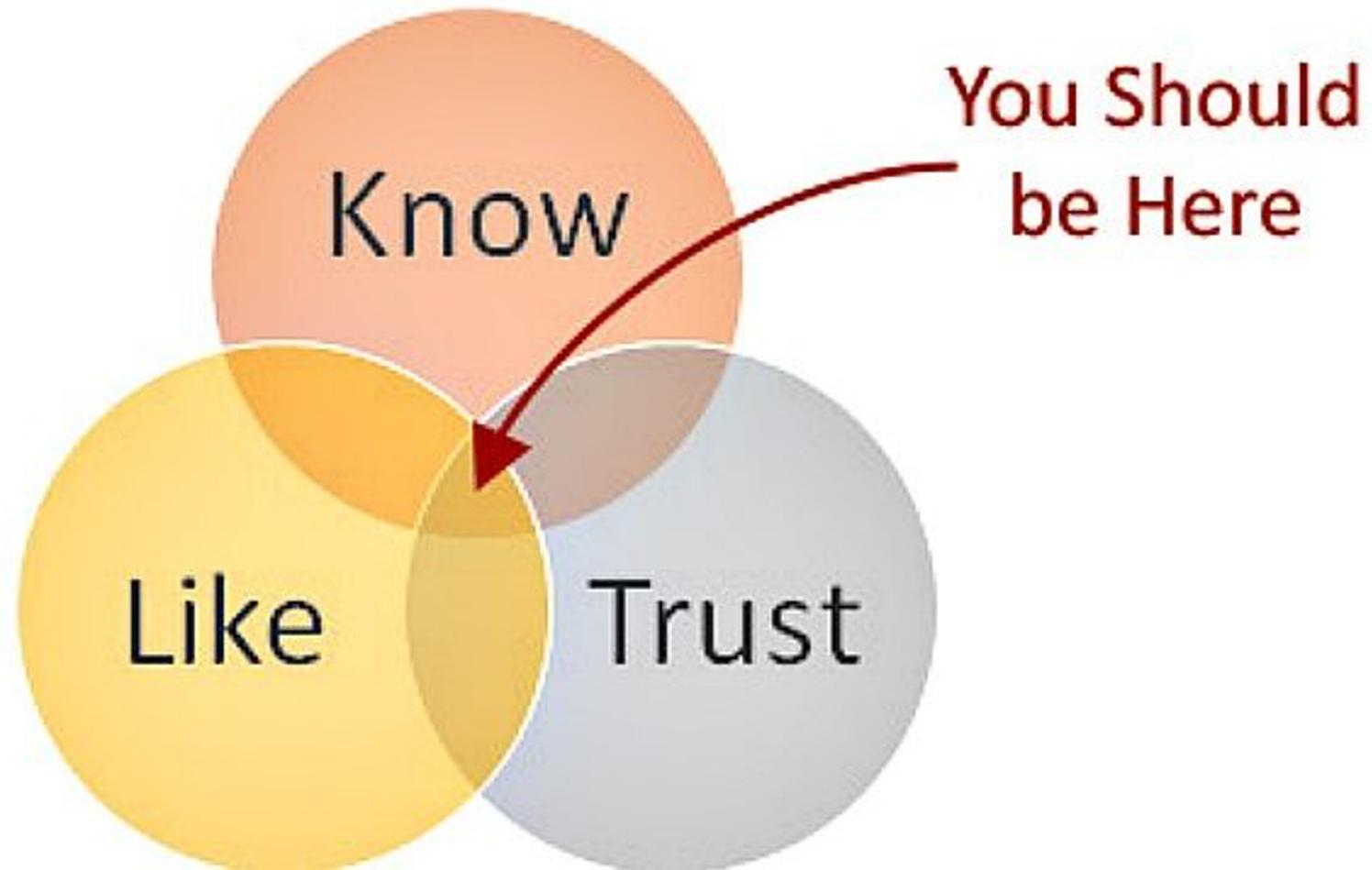
Where is Monica?

Professionally:

Monica is on LinkedIn. She is deeply engaged in LinkedIn Groups. Monica uses text messaging and email constantly throughout the day. Additionally, Monica uses the phone to easily connect with colleagues. If Monica needs to search the Internet at work, she usually asks her assistant to do that for her.

Personally:

You can find Monica on the sidelines of youth sports after the workday is over. Her closest friends are also professionals, so many times networking happens in casual conversations. When Monica has the chance to consume media, she watches some shows on cable television and on Netflix. She reads



BUILDING TRUST

There is no means more effective -
more efficient - more powerful than
LinkedIn

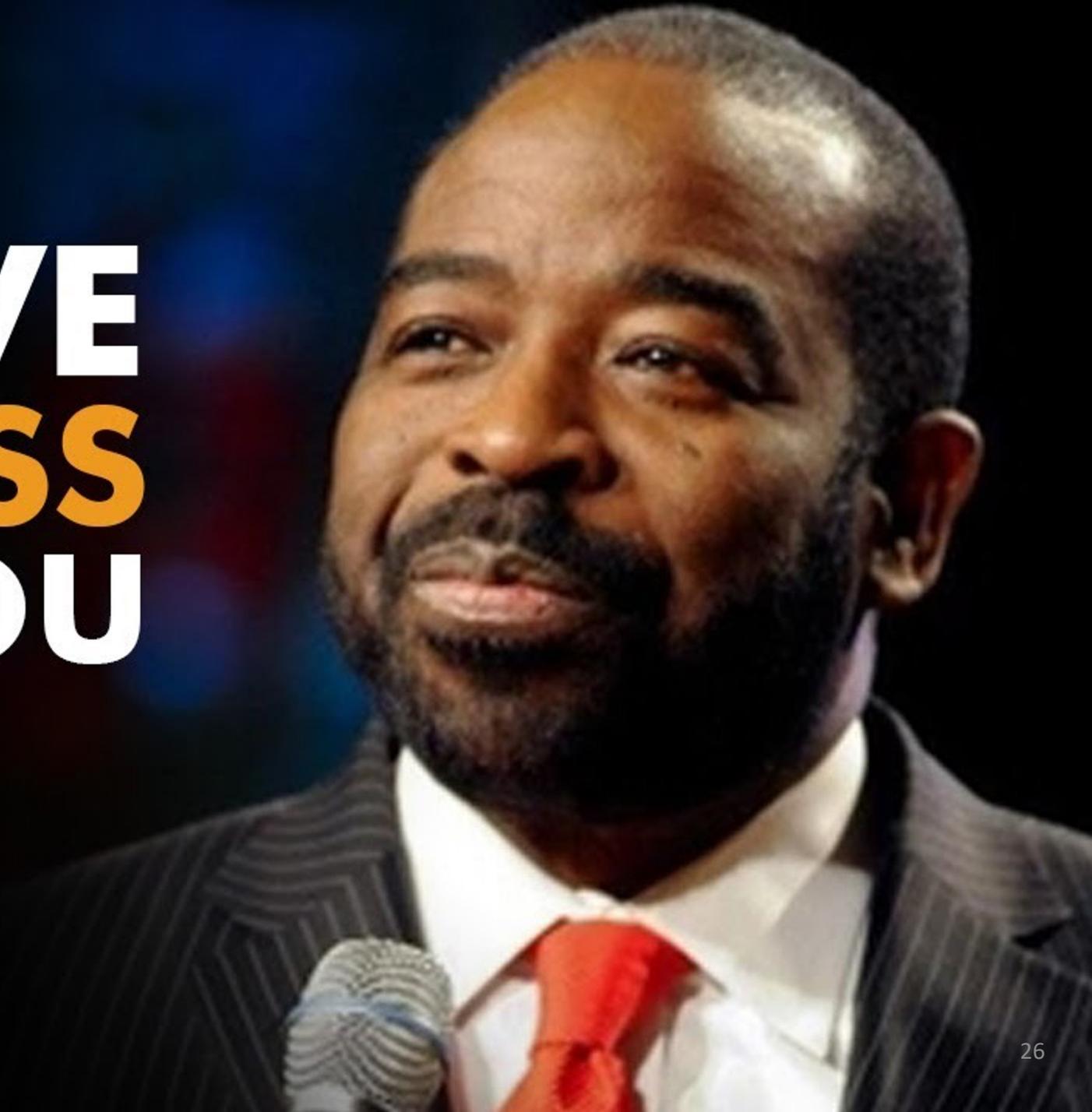
Does your LinkedIn Profile provide
enough information to help
your Soulmate TRUST you
&
BUY from you?

Would YOU
- Buy from YOU -
based on your LinkedIn profile?

WEBPRESSION WOW FACTOR

Be the Scroll Stopper

**YOU HAVE
GREATNESS
WITHIN YOU**





Message

More...

Ron Higgs · 1st 

COO | Director | Consultant | Business Operations |
Program Manager | Systems Engineer | Navy Veteran
Greater Seattle Area · [500+ connections](#) · [Contact info](#)



Wolf Management
Solutions, LLC



United States Naval
Academy

Open to work

Chief Operating Officer, Director Of Operations, Executive Director, Leadership Team and Vice President
Operations roles

[See all details](#)

Highlights



180 mutual connections

You and Ron both know Taylor Sodam, Slash Coleman, and 178 others

About

I am a servant leader with a fully developed mix of technical, analytical, and operations skills. I make sense of and simplify the complex and challenging. I bring high emotional intelligence and contribute to organizational performance through increasing efficiency and developing high-performance teams.

Dan, Wesleyne, and you

3 people in this conversation



Dan Bigger • 11:30 AM

Hi Curt, I wanted to introduce you to Wesleyne Greer. She does a podcast on sales excellence and I thought that you would fit right in with her show being your ecommerce history and success.

I will leave the two of you to set up a meeting and discuss.

All the best.



Curt Anderson • 11:36 AM

● Hey Dan - this is AWESOME - Thank you for the intro!

Hi Wesleyne - it's wonderful to connect with you. It would be great to connect & learn more about your business & expertise.

I will send over a separate connection & we can go from there.

Thanks SO much!!
Curt



MAR 10, 2021



Curt Anderson • 11:44 AM

Hi Wesleyne - Fantastic profile! You have built an impressive career. Well done!
It is great to connect with you through Dan Bigger. Looking forward to learning more.
Thanks so much!
Curt



Wesleyne Greer • 11:45 AM

Girdad. I love it. I'm a Boymom.



Wesleyne Greer • 11:46 AM

Let's grab some time to chat soon. eCommerce for Manufacturers is definitely a niche and I would love to learn more about it.

<https://zoom.ai/go/gtky> Please use that link to book sometime that works for you.

WIIFYS

WHAT'S IN IT
FOR
YOUR SOULMATES

IT'S ALL ABOUT
THEM!

MAKE IT ALL
ABOUT THEM!



Renee [redacted] 10:57 AM

Sales question

Loved the video you posted re maximizing time and sales processes. Seeking to transform our sales efforts. Availability for a call?

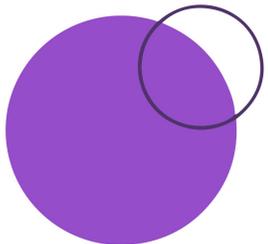


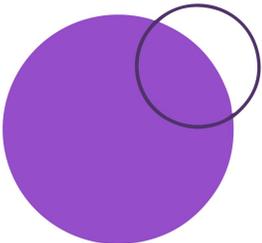
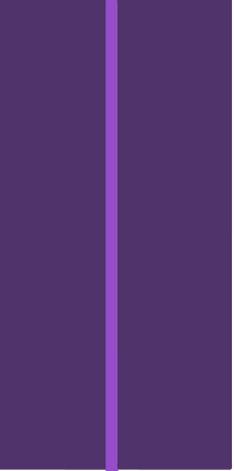
Phylicia [redacted]

6d ...

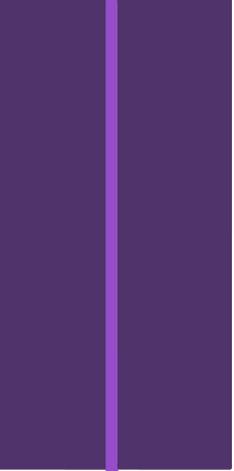
Founding Partner, CEO and Managing Director at H5 Strategic Allia...

What? JeNae, I just met Wesleyne last week at an event through SBA and made an appointment with her that day. Who knew? I'm already stoked. I am looking forward to what we might be able to accomplish together. You know how much I admire YOU! I'm happy you both shared this story.

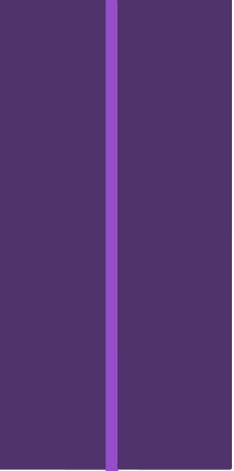




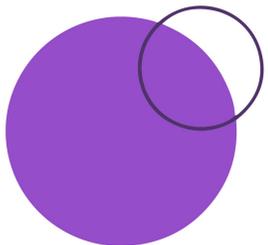
Step 1: What's My Name?



Wesleyne Greer 235649



So Why Is This Your Name on LinkedIn?



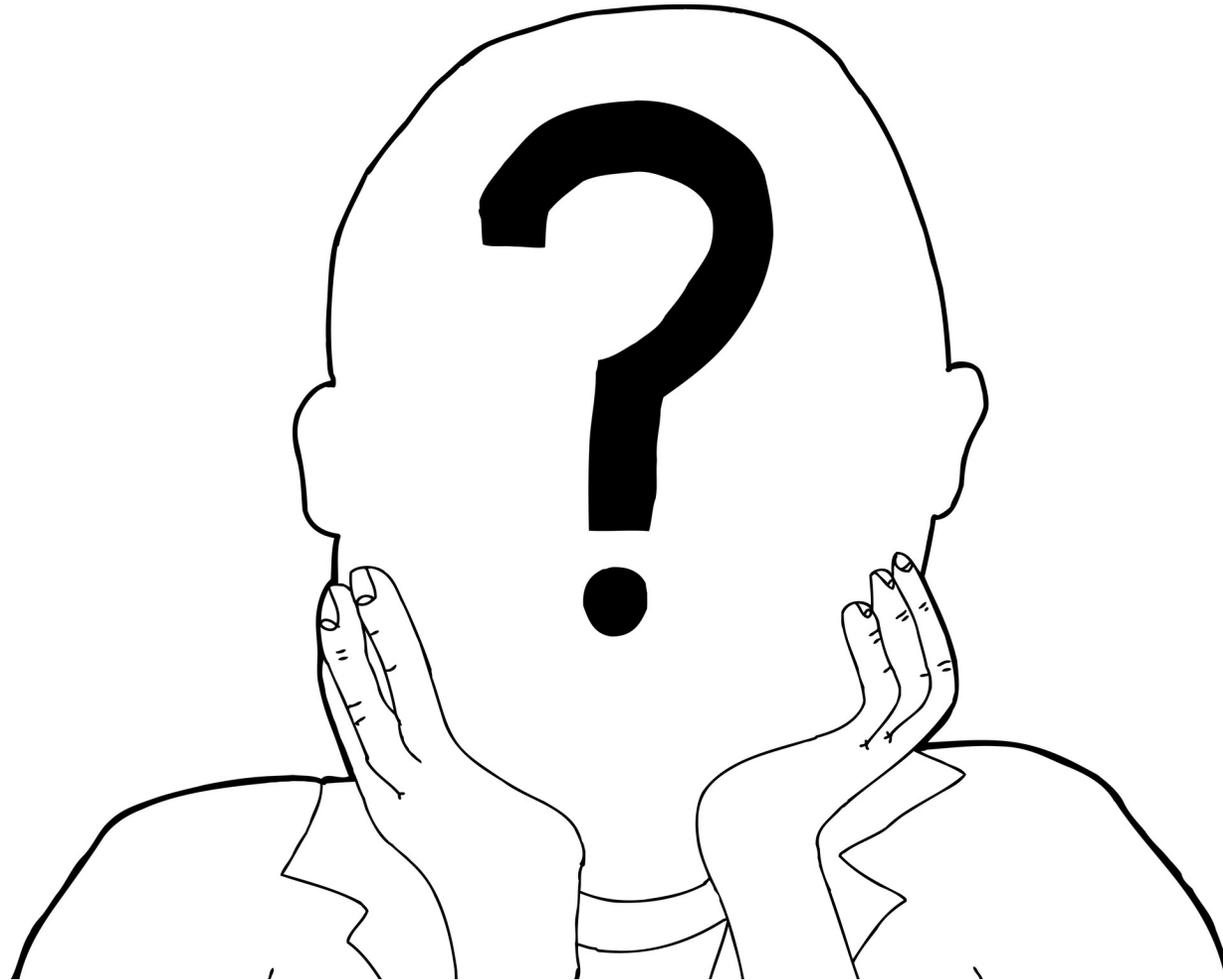
Step 1: Customize Your URL

www.linkedin.com/in/wesleynegreer

NOT: www.linkedin.com/in/wesleynegreer-235649

How to will be in the resource guide

Why



Because LinkedIn Dominates Search



wesleyne greer



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About 2,620 results (0.87 seconds)

<https://www.linkedin.com> › wesleynegreer

Wesleyne Greer - The Science of Selling STEM Podcast Host

Wesleyne Greer. Transforming How STEM Sales Managers Lead By Using Behavior-Based Skill Development | Your Sales Team Will Hit Quota Monthly When You ...

<https://transformedsales.com>

Transformed Sales - Transformed Sales

Wesleyne Greer is in it for the win. She works with individuals who are similarly passionate. Excellent results are her truest measuring stick.

[Sales Team Evaluation](#) · [Sales Training](#) · [Sales Coaching](#) · [Sales Consulting](#)

<https://twitter.com> › wesleynegreer

Wesleyne Greer (@WesleyneGreer) / Twitter

@**WesleyneGreer**. Transforming How STEM Sales Managers Lead By Using Behavior-Based Skill Development | Former Chemist Providing Edgy Sales Strategy.
Sep 15, 2020

<https://www.bizjournals.com> › news › leadership-trust

Wesleyne Greer - Houston - The Business Journals

Empathetic Sales Leadership Coach | Sales Training Guru | Transformational Speaker | Sales Process Whisperer | Guardian of Bold Ideas.

curt anderson b2b tail



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Tools

About 311,000 results (0.53 seconds)

<https://www.linkedin.com> › curtanderson-b2b

Curt Anderson - eCommerce Evangelist for Manufacturers

Passionately Consulting and Working on: "How to Scale Your Proprietary Process with eCommerce" for manufacturers. If you are a **B2B** Marketer helping ...

<https://b2btail.com>

B2BTAIL: Manufacturing eCommerce Strategies

We are Here to Help You Capture a Slice of the \$1.8 TRILLION **B2B** eCommerce ... **Curt Anderson** from B2Btail - LinkedIn Profile **Curt Anderson** from B2Btail ...

Manufacturing eCommerce Strategies - B2BTAIL.com

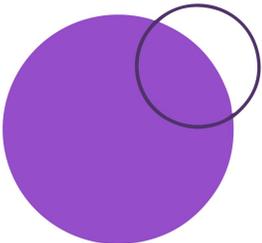
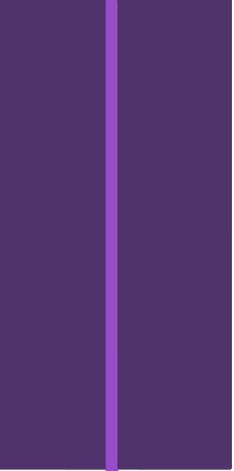
Beginning in the mid-90's, founder of B2Btail, **Curt Anderson** owned a wholesale business and decided to look further into eCommerce. In 1995, Curt founded an ...

<https://twitter.com> › b2btail

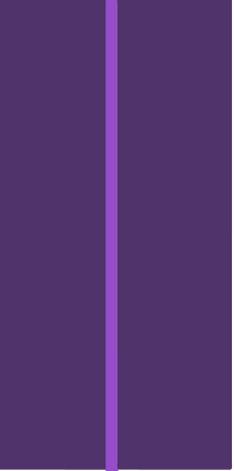
Curt Anderson (@B2Btail) / Twitter

eCommerce Evangelist for Manufacturers | Author of "Stop Being the Best Kept Secret" | eCommerce Webinars - Every Friday at 1:30 EST ...

Missing: ~~tail~~ | Must include: [tail](#)

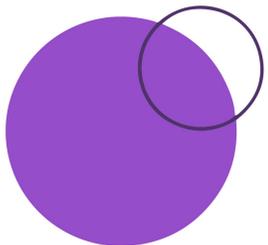


Step 2: Are You A Real Person?



Update your Profile

With A Current Picture



Not You On The Weekend



Or With Your Kids

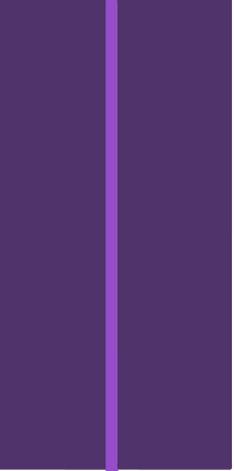


A Professional Headshot

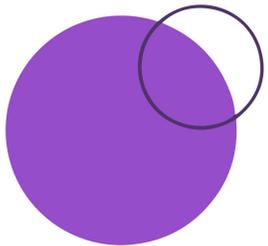


Don't Be Creepy...Show Your Face

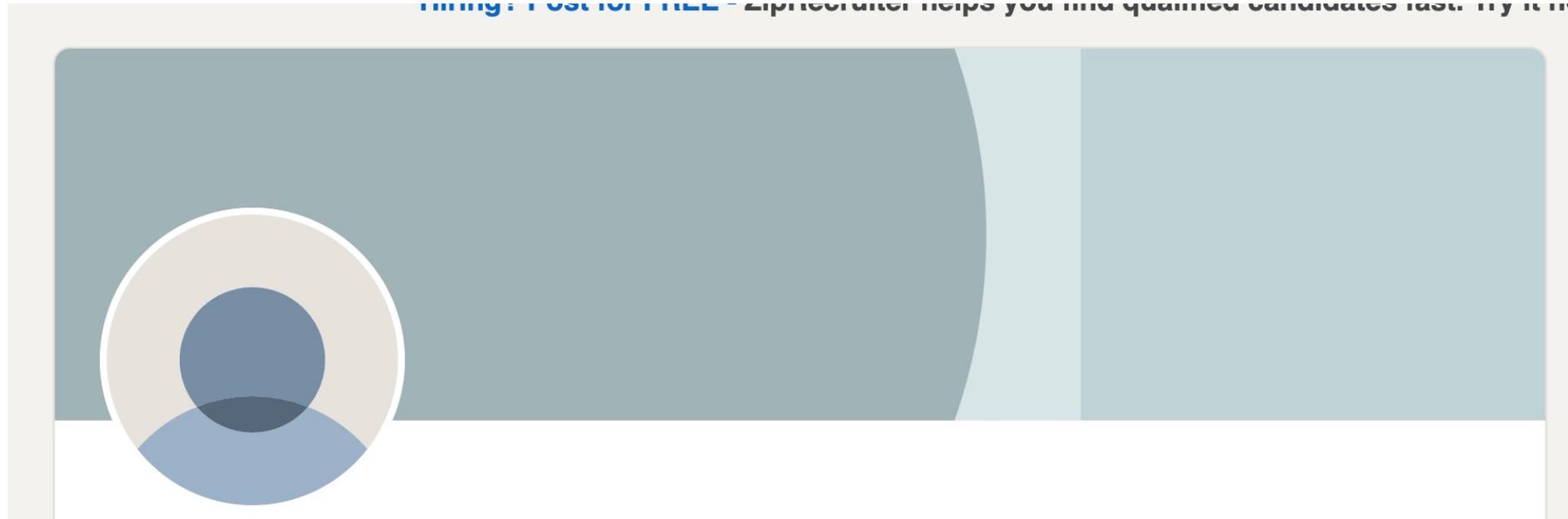




Step 3: How do you show your Soulmate
WIIFM?



Does This?



How About This?

B2Btail

Manufacturing eCommerce Strategies



OUR GOAL IS TO PROVIDE
THE NECESSARY TOOLS

AND GUIDANCE
TO HELP YOU REACH ECOMMERCE SUCCESS
It's time for you to capture a slice of the \$1.8 trillion
B2B eCommerce market!

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Curt Anderson · 1st

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Lakewood, New York, United States · [Contact info](#)

500+ connections

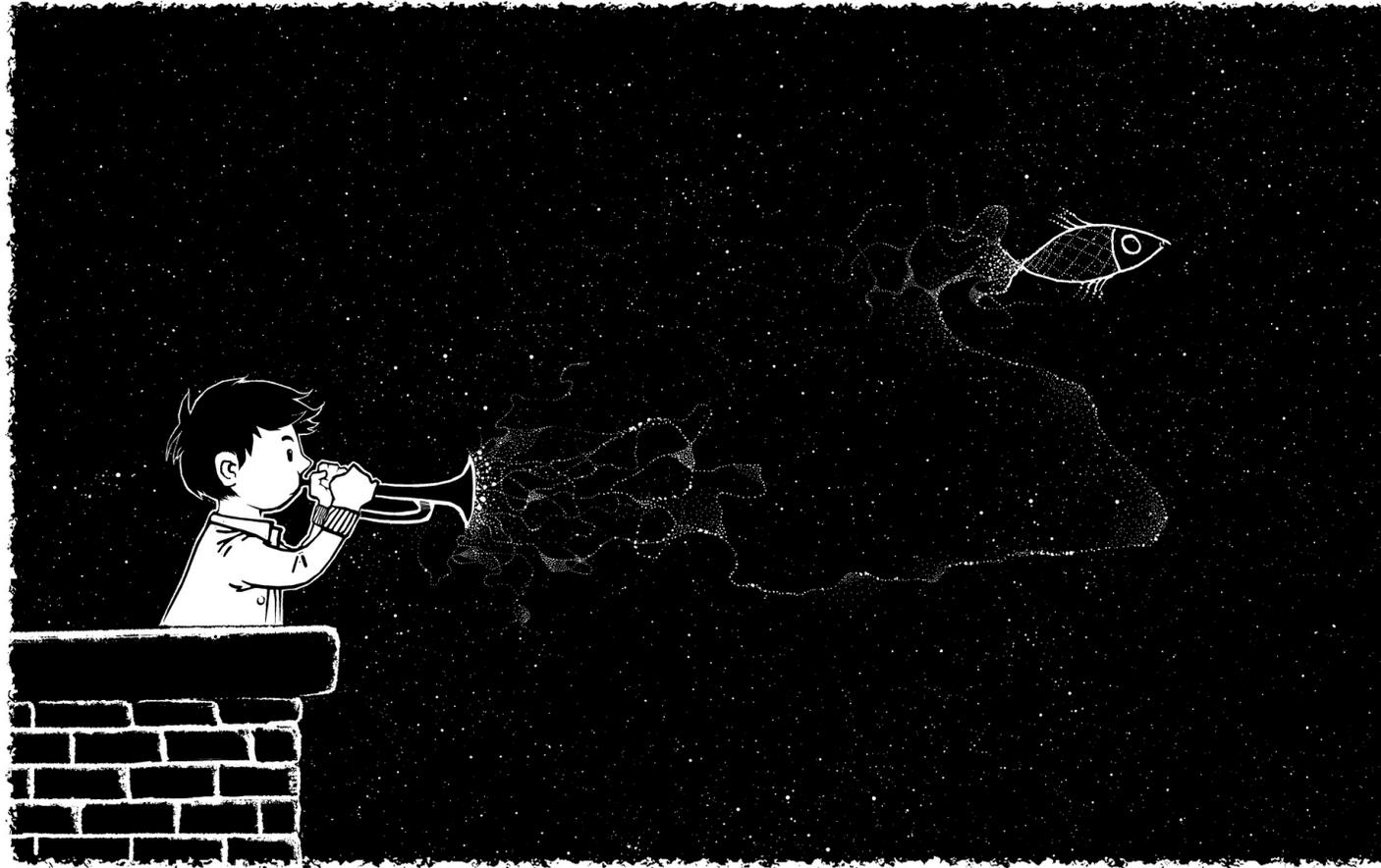


B2Btail



The Ohio State University
Fisher College of Business

Create A Banner That Speaks to a Person



How? Create a Banner For Free

<https://www.canva.com/join/onyx-circle-party>

Canva

You Like?

CurrentSAFE[®]

CURRENTSAFE HAS BEEN HELPING OUR CUSTOMERS STAY 100% COMPLIANT AND ELECTRICAL SAFETY TRAINED.

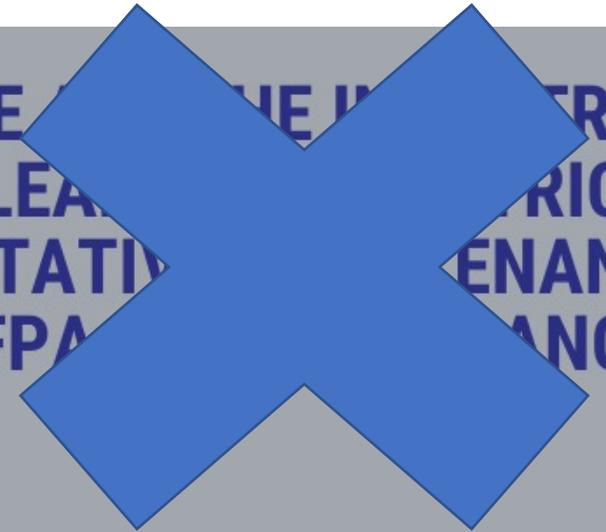
**WE ARE THE INDUSTRY'S
LEADER IN ELECTRICAL
PREVENTATIVE MAINTENANCE
AND NFPA 70E COMPLIANCE.**

BAD Banner Example

CurrentSAFE[®]

CURRENTSAFE HAS BEEN HELPING OUR CUSTOMERS STAY 100% COMPLIANT AND ELECTRICAL SAFETY TRAINED.

WE ARE THE INDUSTRY'S
LEADER IN ELECTRICAL
PREVENTATIVE MAINTENANCE
AND NFPA COMPLIANCE.



Don't Confuse Them



“My profile says ‘In a relationship’,
but his says ‘It’s complicated’.”

No One Cares About You



Speak To Your Soulmate



Not People or a Companies...



Sales

Join at swiftpolling.com Code: 26136



Join at
wiftpolling.com

#26136



They have a need which I fulfill

Trust, like, feel that you add value

Trust

Because they like us

Put That On Your Banner!



Transformed Sales

You Like?

CurrentSAFE[®]

I WILL HELP YOU STAY 100% COMPLIANT AND ELECTRICAL
SAFETY TRAINED

**DO YOU NEED ELECTRICAL
PREVENTATIVE
MAINTENANCE?**



Transformed Sales

Good Banner Example

CurrentSAFE[®]

I WILL HELP YOU STAY 100% COMPLAINT AND ELECTRICAL
SAFETY TRAINED

DO **YOU** NEED ELECTRICAL
PREVENTATIVE
MAINTENANCE?



Comparison

CurrentSAFE[®]

I WILL HELP YOU STAY 100% COMPLIANT AND ELECTRICAL
SAFETY TRAINED

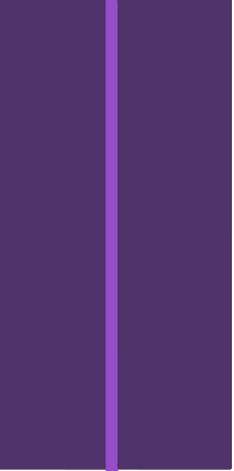
**DO YOU NEED ELECTRICAL
PREVENTATIVE
MAINTENANCE?**



CurrentSAFE[®]

CURRENTSAFE HAS BEEN HELPING OUR CUSTOMERS STAY 100%
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LEADER IN ELECTRICAL
PREVENTATIVE MAINTENANCE
AND NFPA 70E COMPLIANCE.**



Step 4: What's your secret sauce?

Join at swiftpolling.com Code: 26136

Great instructor



Join at
wiftpolling.com

#26136

Cares about me and my business
Very approachable Professional Like
talking with a friend



We have the best electricians
because they are trained and certified
and nice



Four Elements of a Strong Headline



1. Call Out Your Soulmate

Finish the sentence

I help...

Calling Out MY Soulmate

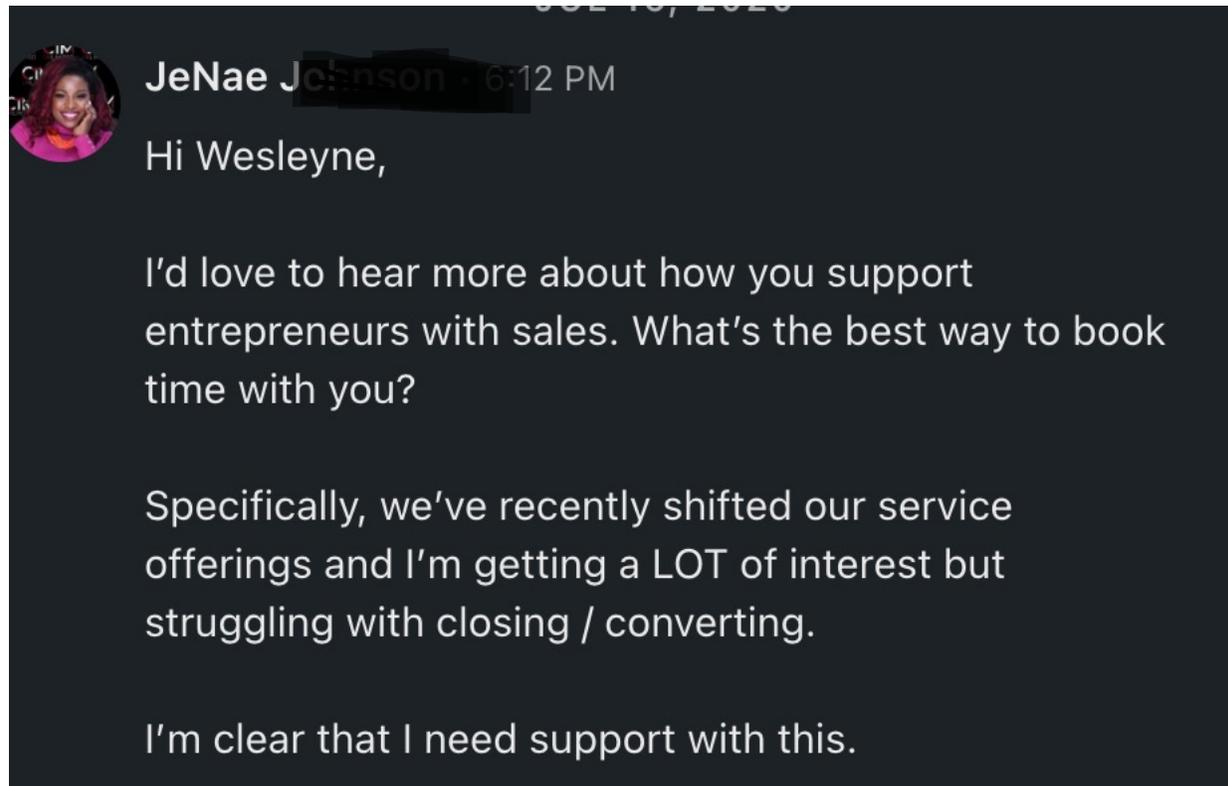
Wesleyne Greer 

Transforming How STEM Sales Managers Lead By Using Behavior-Based Skill Development | Your Sales Team Will Hit Quota Monthly When You Utilize My Sales Leadership Blueprint | Former Chemist Providing Edgy Sales Strategy

There are Riches in the Niches



But I Will Alienate Everyone Else...



2. How do you help them?

I perform/transform/engage/execute....(ACTION WORD)

by... (YOUR POLL ANSWER)

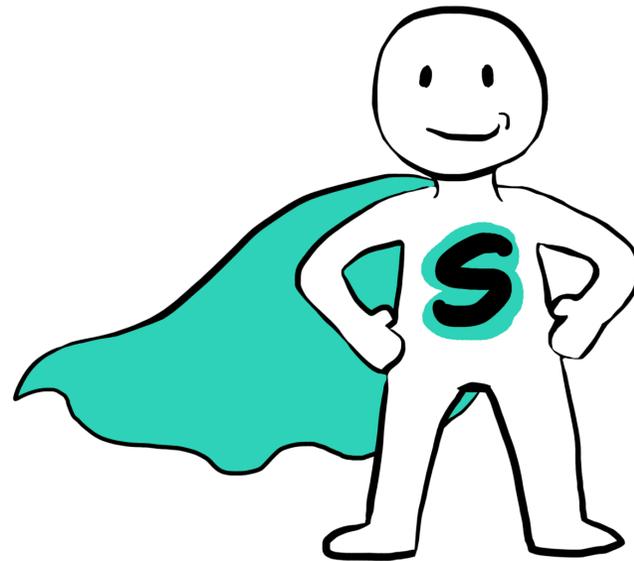
How I Help My Soulmate

Wesleyne Greer 

Transforming How STEM Sales Managers Lead By Using
Behavior-Based Skill Development | Your Sales Team Will Hit
Quota Monthly When You Utilize My Sales Leadership Blueprint |
Former Chemist Providing Edgy Sales Strategy

3. How Will YOU Impact Them?

Use a **STRONG** Affirmative Statement



How I Impact My Soulmate

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What is Something Most People Don't Know?



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Thanks so much!
Curt



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#GirlDad | Author of "Stop Being the Best Ke..."

