

# The Big Sell

with

## Lisa Copeland

Lisa Copeland is an International Keynote Speaker, Television Personality, Best-Selling Author, Award-Winning Sales Expert, and Former Automotive Dealer Principle. In her program, Lisa uses proven methods from her 25 years of proven success to teach you The Big Sell. Lisa's one-of-a-kind proven method for success teaches how to sell a movement rather than just a product.

The Big Sell is a five-step process that puts you on a mission and inculcates the entire organization into a movement. Lisa will demonstrate in-depth how to:

- Set the mission
- Destroy the box and evolve the story
- Create the narrative "Purpose Not Product"
- Create the Culture, Inculcate the Mission, and Maximize Sales Mission Support

In order for the The Big Sell to be integrated and successful, you need to institute a process and style. This process is FIERCE, developed by Lisa to cultivate leaders that teach managers how to align daily operations with the company's mission, and encourage understanding and passion for that mission among employees. When you operate according to FIERCE inside of The Big Sell, you have mastered both the mission and the operating style for mass success.

The Fierce-Driven Business Model focuses on how businesses are using the power of purpose to drive competitive differentiation and emotional engagement. FIERCE stands for Focused, Impactful, Engaged, Relentless, Clarity, and Execute. FIERCE works with leaders accelerate growth, increase influence, lower marketing costs, and increase employee productivity and morale.

FIERCE Objectives:

- Establish competitive differentiation in a commoditized market
- Create a compelling backstory to support the value proposition
- Increase the win rate in a competitive market
- Increase customer engagement
- Increase the deal size
- Attract younger talent
- Improve alignment behind an already strong value proposition

A FIERCE sales organization does not just focus on what customers want, but on the potential impact they can have on their clients, and the world around them. FIERCE combines product knowledge with a customer-centric ethos to be more proactive.



### ABOUT LISA:

One of the most important faces in the automotive industry, Lisa Copeland is a dedicated pioneer in the field of automotive sales and brand strategy, with over 25 years of proven success. Named among the Top 100 Women in Automotive Industry in 2015 by Automotive News, Copeland has dedicated her career to revolutionizing the automotive industry and through her trailblazing example,



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The New York Times

THE WALL STREET JOURNAL.

The Street

Automotive News

DIGITAL Dealer

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