



*Terry Whitaker*  
UNLIMITED

**More Sales. Less Selling.**

*Presentation Description*

**Truth Selling: An uncommon approach that actually increases profitability!**

Do you struggle when trying to give your “pitch” to a new client? Would you like relief from sales anxiety?

Consultants, Architects, Engineers, Photography and Graphic Art professionals often find themselves trying to be all things to all people so that they don't lose a sale. But this only serves to muddy the distinction between profitable and unprofitable business, until it's too late.

Terry Whitaker, known by clients and colleagues as “The Truth Teller,” will reveal an uncommon approach that will help you get to the heart of your most unique and powerful marketing message—one that your most profitable clients cannot ignore.

During this enlightening session, **you'll learn:**

- How to find what is most true about you AND most valuable to your best possible clients.
- The secret to attracting profitable clients (and repelling unprofitable ones!)
- The most powerful way to build credibility in your industry.

**Join Terry and uncover** how to find and deliver your true value in the eyes of your best customers, and the most effective way to build profitable relationships!

For more information, visit [www.terrywhitaker.com](http://www.terrywhitaker.com) or email [info@terrywhitaker.com](mailto:info@terrywhitaker.com)