



Bell Canada invite James Taylor to keynote annual sales rally

Client:

Canada's largest communications company

Audience:

VP's, Directors, Managers of Sales + Sales Teams

Country:

Virtual

Challenge:

How to adapt to change and virtual selling

James Taylor's Solution:

30 Minute Pre-Recorded Virtual Keynote

2 x Live Virtual Masterclasses

Results:

- James Taylor created an engaging virtual keynote on the innovation potential and opportunity that comes from selling in a virtual environment.
- James provided insights, inspiration and actionable ideas on virtual selling to 2500 sales team members across Canada.
- In addition James ran two deep dive virtual selling masterclasses for fifty senior executives.

Bell is Canada's largest communications company and a broadband leader. They deliver a wide range of service innovations to consumers, businesses and government customers across Canada including LTE Advanced, Fibe Internet and TV, Wireless Home Internet, cloud and data hosting, IP voice and collaboration, Connected Cars, Smart Cities and Internet of Things.

Each year Bell Business Markets (BBM) holds a sales rally where they bring together around 2,500 sales team members. The theme for this year was 'Connecting The Future Together' and how to connect with each other and the world. Bell leadership invited James Taylor to give a keynote presentation on 'Unlocking Your Creativity, Agility And Resilience To Grow Sales. In particular the keynote covered the opportunity that comes from selling in the absence of face-to-face interactions.

The objective of James' session was to help the sales teams to use their human curiosity and creativity to find ways to uncover the needs of their customers such that they can offer an expanded portfolio of services to support remote workers and help the transition for safe return to work. The reason James was selected as keynote speaker was because of his inspirational and highly visual style of presenting virtually.

As part of the preparation for James' keynote he took part in a number of research calls with Bell sales team members to better understand their sales process. In addition to this James undertook detailed research on the history of the company and the threats and opportunities faced by their sales people and SME, corporate, and enterprise clients.

In advance of the keynote Bell also engaged James to present two masterclasses on 'virtual selling' for their senior leaders. This masterclass covered virtual home studio setups and virtual communication skills, brand congruence.

The final virtual keynote was fast-paced, highly visual and humorous and sparked the attendees creativity and provided them with insights and actionable tactics to develop their virtual selling skills.

"James was amazing as he was speaking to us more as a conversation and not directly from a script like some of the other presenters. He was authentic and conveyed a very strong message. James, incredible new way of approaching prospecting and selling in today's situation"

- Attendee

"La conférence de James Taylor est l'une des plus intéressantes qu'il m'a été donné de suivre dans ma vie. Excellent sujet et le delivery était impeccable." - Attendee

"James Taylor really made me think about my attitude, and inspired me to change for the better."

- Attendee

"James Taylor was world class in his delivery. He reminded me of listening to Attenborough. I could listen to that guy all day long." - Attendee

James Taylor

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.