

LISA MAGNUSON, Founder/CEO of Top Line Sales

- Top Line Sales has been helping clients win 5X contracts for over 18 years
- Two award winning books

*The TOP Sales Leader Playbook:
How to Win 5X Deals Repeatedly
and
The TOP Seller Advantage:
Powerful Strategies to Build Long-Term
Executive Relationships*

- LinkedIn Learning courses (*over 24,000 learners*)



Discussion Topics

- The TOP Sales Leader Playbook & Win Themes™
- The Power of Win Themes™
- Executives Care about Priorities
- Developing & Deploying Win Themes™
- Wrap Up

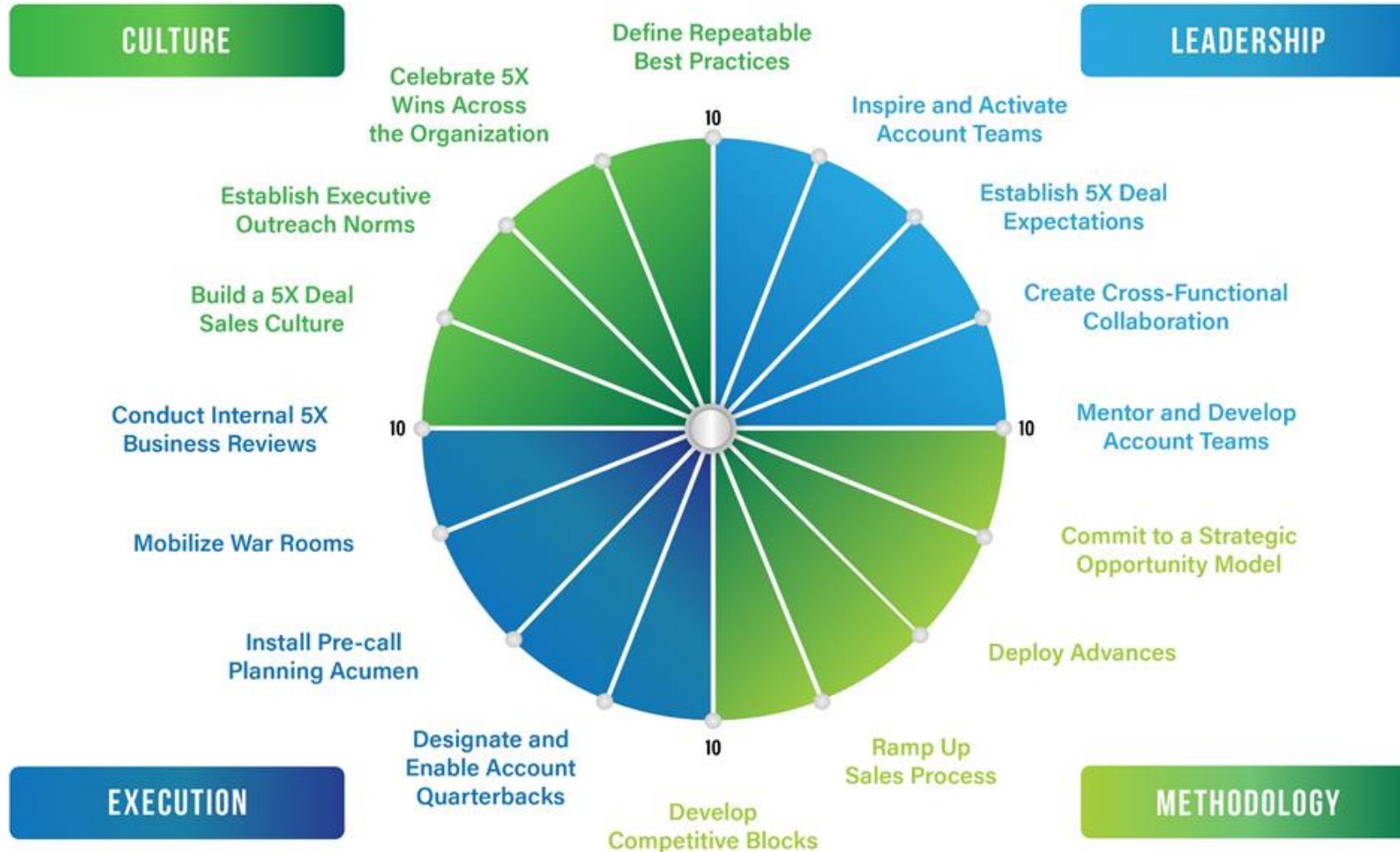


EXECUTIVE ENGAGEMENT

The Challenge

THE TOP LINE SALES TOOLKIT™

5X Deal: Sales Success System



WIN THEMES™ ARE THE INTERSECTION OF DECISION MAKER PRIORITIES AND YOUR STRENGTHS TO IMPACT THOSE PRIORITIES.



**Top 3 High
Level
Priorities**

**Why
Important?**

**Your
Strengths**

Evidence

- Improved access to key decision makers and executive sponsors.
- Keep the door open with focus on their priorities.
- Create receptivity for your services through alignment and impact.
- Differentiate your company.
- Block your competitors.
- Unlock resources and support.

**RING
THE
BELL!**





*Contact Top Line Sales for Expert Guidance with
Training, Key Account/New Logo Win Rooms,
Sales Playbooks, Sales Leader Programs,
LinkedIn Learning courses*

CONNECT WITH LISA



Lisa Magnuson
5X Deal Strategist

ABOUT TOP LINE SALES

Top Line Sales, founded by Lisa in 2005, has a proven track record of helping clients win big, complex B2B contracts.



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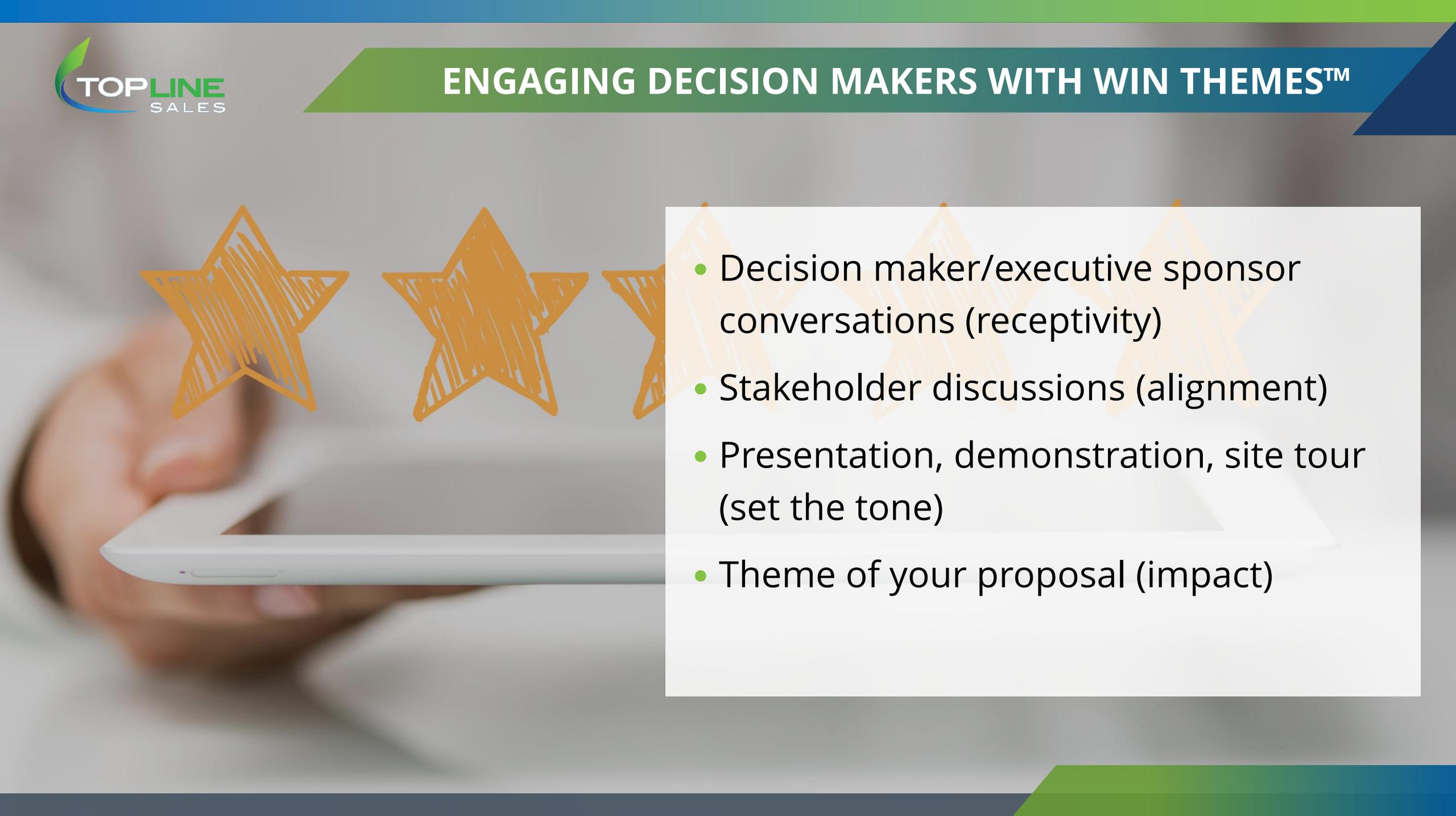


www.toplinesales.com

96% of executives think a meeting is worth their time if you focus on the value you will deliver to them

- HubSpot

96%

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- A background image showing a hand holding a white tablet. Three orange, hand-drawn style stars are positioned above the tablet. A white text box is overlaid on the right side of the image.
- Decision maker/executive sponsor conversations (receptivity)
 - Stakeholder discussions (alignment)
 - Presentation, demonstration, site tour (set the tone)
 - Theme of your proposal (impact)