

## SPEAKER'S INTRODUCTION

Christopher is founder of Bass Christopher & Associates, a peak sales performance company that helps sales reps and sales leaders **eliminate** the greatest and most crippling challenges to generating the right prospects and winning more sales faster.

He writes, speaks, trains and coaches anyone who is tasked with bringing in sales. And who suffers from these two great pains. His new book is entitled *THE PLAYBOOK On Fixing Anemic Sales Pipelines Volume I: Prospecting* published by Surrogate Press. The book is available on Amazon and wherever books are sold.

1. Christopher has more than twenty years of lead generation and selling experience. If there is a role, he has done it.

- This includes everything from a sales rep with a quota to a sales director, sales coach and head sales trainer
- He also is an avid reader. He claims to have read over 3000 books on a number of topics but mostly business, marketing, sales and personal development

2. Christopher will be the first to tell you that while knowing all that you can about sales, your product, your industry and your space are super important, the key to success is to get this knowledge translated into duplicable and scalable skills.

- Because it is only when we can execute the skill of selling automatically, that we then have the time see both the 40,000 feet view as well as the individual trees, as well as to predict and strategize on how to get your desire results right now
- Because of this, Christopher and his team over emphasize drilling, practicing, rehearsing, and role planning as critical components to develop this high level of sales effectiveness

3. Off the stage, Christopher lives a simple life,

- When not working (which is all the time), he enjoys exercising, hiking and hanging out at the beach
- He also has a teenage son, Christopher Santiago, that he hangs out with.
- He also goes to the part for hours with his son to help his son master his basketball game
- Christopher makes his home in Los Angeles, CA

He is here [this morning/this afternoon/this evening] to speak to us on the topic of [speech title]. Please join me in welcoming Christopher Bass.