

# Activate Your Sales Superpowers

with **MIKE RARER**



## Presentation Title

Activate Your Sales Superpowers to Win More Business

## Target Audience

This keynote is ideal for sales professionals, sales leaders, and business development teams who want to improve their effectiveness in complex enterprise selling environments. It is also valuable for professionals who support the sales process, including marketing, customer success, and executive leaders involved in major buying decisions.

## Hook / Overview

Enterprise sales can be complex, competitive, and unpredictable. Winning consistently requires more than product knowledge or persuasive presentations—it requires a set of practical capabilities that help sales professionals identify real opportunities, build buyer confidence, and guide customers toward meaningful decisions.

In this engaging session, Mike Rarer introduces a framework of **Sales Superpowers**—practical capabilities that help sales teams navigate complex buying environments and win more business.

## Content & Format

Through stories, practical examples, and actionable insights drawn from his leadership experience building high-performing sales teams, attendees explore:

**Motivation:** Understand the 3Rs of value and how to align sales and marketing efforts to opportunities that are most likely to be funded.

**Commitment:** Learn how buyer fulfillment influences decisions and drives solution adoption.

**Courage:** Discover the hidden power of asking for what you want and the role courage plays in consistent sales success.

**Situational Awareness:** Identify the four key personas present in most enterprise buying committees and learn how to engage them effectively.

**Focus:** See how top-performing sales teams win more business by refusing to chase the wrong opportunities.

**Positivity:** Explore the “Drummer’s Persona” and the role it plays in creating high-performance sales cultures.

**Accountability:** Learn how a consistent and easy-to-adopt sales process helps teams execute with discipline and clarity.

This story-driven and practical session provides immediate takeaways that sales professionals and leaders can apply to strengthen pipeline quality, improve collaboration across teams, and win more business.

## Speaker Bio / Credibility

Mike Rarer is an award-winning former technology executive who built top-performing sales and services teams at companies ranging from startups to the Fortune 500. Known for his storytelling and practical insights, he now serves as a keynote speaker and goal attainment coach, helping leaders and teams reach more of their goals in business and in life.

## Resources / Call to Action

Learn more about Mike’s book *Whiteboard Wisdom* and his speaking and coaching services at [mikerarer.com](http://mikerarer.com).