

Activate Your Sales Superpowers

with **MIKE RARER**

Speaker Abstract

Presentation Title

Activate Your Sales Superpowers: Understand Why You Win—and How to Do It More Often

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.

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, attendees will leave better equipped to:

1. **Sell Value** – align sales and marketing messaging and actions to winning strategies.
2. **Get Buy-in** – understand buyer fulfillment and the role it plays in getting to yes.
3. **Close Business** – discover the role courage plays in getting from yes to closed.
4. **Win Over the Right People** – learn about the four key personas that exist on every selection team.
5. **Protect Resources** – learn how the very best sales teams use their time more wisely than their competitors.
6. **Lead Sales Pursuit Teams** – discover the power in the “Drummer’s Persona” and the role it plays in leading winning teams.

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