

Thank you for your interest in our June 22, 2022 webinar, "*Seeking the Perfect Sales Pitch.*" For those who were able to join, I hope you enjoyed the experience.

In case you missed the webinar, or if you want to review the content, here is a link to the [recording](#) and the [presentation slides](#). The upcoming schedule of free webinars and recordings of past webinars can be found [here](#).

Of those who joined, the most popular "Biggest Takeaway" from our conversation was to make your sales pitches interactive. Here are some additional resources to compliment the recording:

- Dive deeper into each of the nine rules with Charlie Green's blog post, [Perfect Pitch in Sales: 9 Rules](#);
- A blog post on bringing your point of view to a sales call, [Best Practice for Opening a Sales Call: Bring a Risky Gift](#);
- Andrea P. Howe, co-author of *The Trusted Advisor Fieldbook* and founder of [The Get Real Project](#), has a great take on the buyer perspective in her post, [Why buying is anything but rational \(and what to do about it\)](#); and
- Up your collaborative mindset diving into this blog, [Don't Treat Clients Like Competitors! The Four Principles of Trust-Based Selling](#).

Feel free to share these resources with your colleagues and friends, and call or email us directly at any time.

I look forward to seeing you on our next TrustMatters webinar.

Best wishes,



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