



Changing the Game with Digital Engagement



Special Edition Series of
Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
September 22nd 2020: Lazy Leaders Use Scripts: Strategies to Better Sales Enablement

The buzz: "When I got started in sales, I would create scripts based on what I heard from the best sales reps around me...but... every sales rep I tried to copy was doing something different...I couldn't close a deal for the first 18 months...then something clicked...I learned how to read a conversation, understand tone and intonation...to build genuine relationships with my prospects. I stopped trying to automate what needs to be personal." (S.M. Lowisz, Jan. 2020, forbes.com) Reality check! Many sales leaders are getting lazy and resorting back to scripts. How bad it is? HubSpot reports that the com

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Featured Guests

Guest Image

Juliana Stancampiano

Juliana Stancampiano is an author, entrepreneur, and learning strategist who helps business leaders and their teams modernize workplace education and enablement. For more than 15 years, she has partnered with organizations—from the Fortune 100 to local coffee shops—to translate company strategies into tangible onboarding and upskilling experiences. As CEO of Oxygen, Juliana leads her team of consultants and designers in collaboration with clients, creating modern organizations that support customer-facing roles. Juliana's book, *Radical Outcomes: How To Create Extraordinary Teams That Get Tangible Results* (Wiley) was published in January 2019. She regularly appears on podcasts, webinars and i

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Julio Viskovich

Julio Viskovich is the Founder of NexLevel Sales, a digital sales consultancy, and a professional sales professor at Thompson Rivers University. Julio worked with many Fortune 500 companies implementing digital sales programs and was recognized by Forbes.com in 2014 for his innovative approaches to digital sales.

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Mike Orr

Mike Orr is VP and GM of LiveSocial at Seismic, the industry-leading sales enablement platform provider. Previously, Orr was the co-founder and CEO of Grapevine6, a social and digital engagement platform, until Seismic acquired the company in 2020. Before founding Grapevine6, Orr spent several years in management consulting, working with some of Canada's marquee brands. His work has won global awards and recognition, including the prestigious Cannes Lions and Fast Company's "Innovation by Design." Because of his expertise in social selling and digital sales engagement, Orr has been featured in sales and marketing publications, and often speaks at industry and customer conferences. Orr earned

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