

# Beyond the Script

A SALES TRAINING EXPERIENCE BY ROGER ANDERSON

90-MINUTE KEYNOTE

*The chords are not the music. Your product, your pitch, your price — everyone has those.  
Beyond the Script is about the one thing only you bring: your authentic voice.*

## ENGAGE

*Make Real Contact*

Lead with curiosity, not content.  
The Bidirectional Awareness  
Exercise — tune in before you  
talk and everything changes.

Presence is your first and most  
powerful differentiator.

### LIVE EXERCISE

#### **The Cover Band Test**

*Are you playing the music,  
or just the notes?*

1

## TRUST

*Earn It. Don't Claim It.*

The Harmony Principle maps the  
three behaviors prospects watch  
before they consciously notice.

Punctuality. Honesty.  
Under-promise / over-deliver.  
Habits that compound into  
reputation.

### LIVE EXERCISE

#### **The Silence Game**

*What happens when you  
stop filling space?*

2

## OWN IT

*Your Voice. Your Results.*

The Notes-to-Songs cascade —  
mapping the journey from product  
knowledge to authentic performance.

Stop sounding like you're  
delivering a presentation.  
Start sounding like someone  
worth buying from.

### LIVE EXERCISE

#### **Find Your Chord**

*What's the one thing only  
you bring to every call?*

3

### WHAT YOUR TEAM WALKS AWAY WITH

- **A personal authentic sales voice framework**  
Apply it immediately — no wait for the next training cycle.
- **The Harmony Principle**  
A trust standard your team can hold each other accountable to.
- **The three-chord model**  
A structure for any sales conversation, any buyer, any situation.
- **Permission to stop performing**  
And start genuinely connecting — the shift that changes everything.

### THE INSIGHT

*67,591 recorded versions of "Summertime." Billie Holiday. Janis Joplin. John Coltrane.  
Every version unmistakable. Every one completely right.*

***The notes are not the music. You are the music.***

### BEST FIT FOR

Sales kickoffs & SKOs  
Mid-year resets  
Leadership offsites  
Teams of 20 to 500+

### DELIVERY FORMAT

90-minute keynote  
Live audience exercises  
No scripts. No teleprompter.  
Just Roger and the room.

### LEAVE-BEHIND

Harmony Matrix reference  
Buyer style framework  
Full question bank  
Custom options available

*"The best salespeople I competed against weren't the ones with the best pitch.  
They were the ones who figured out how to sound like themselves when they delivered one."*

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Custom delivery options available upon request

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