

BEYOND THE SCRIPT

Finding Your Voice

A Sales Training Experience

Roger Anderson

Sales Professional • Songwriter • Speaker

sellfromthegut.com

67,591

Sound familiar?

01

My reps know the product cold
— but they all sound the same.

02

We invest in training and tools.
The needle isn't moving.

03

Customers today can smell a
pitch
from a mile away.

The problem isn't WHAT they say. It's that they don't yet sound like THEMSELVES when they say it.

67,591

recorded versions of George Gershwin's "Summertime" (1934)

Billie Holiday. Janis Joplin. John Coltrane. Ella Fitzgerald. Miles Davis.

Every version unmistakable. Every one completely right.

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

Three Pillars. One Transformation.

01

ENGAGE

Draw people in
before you ask
for anything.

02

TRUST

Sincerity is the
only currency
that compounds.

03

OWN IT

Develop a style
that is unmistakably
yours.

ENGAGE

Draw people in before you ask for anything.

The Storyteller

Draws people in with narrative. Makes the abstract human and memorable.

The Problem-Solver

Earns trust through sharp insight. Customers feel understood, not sold.

The Deep Listener

Makes customers feel truly heard. Rare. Irreplaceable. Deeply effective.

The Straight-Talker

Wins by being the person who tells the truth. In a sea of pitches, this is a gift.

TRUST

Sincerity is the only currency that compounds.

The Harmony Principle

Two distinct voices — each keeping its own character — making each other sound better. You are not trying to sound like your customer. You are finding the note that makes the whole thing sound right.

1 Sincerity

Care about their outcome more than your commission. Always.

2 Follow-Through

When things go wrong — call before they do. Own it. Fix it.

3 Keep Them Safe

They staked their reputation on you. Make them right internally.

Under-Promise. Over-Deliver. Every Time. Show up early. Promise honesty. Never go vague. Deliver more.

OWN IT

Develop a personal style that is unmistakably yours.

*"The world already has a version of whoever you're trying to copy.
It doesn't yet have the best version of you."*

01

Study the greats

Not to imitate — to understand what makes them work.

02

Know your strengths

Storyteller? Analyst? Connector?
Build around what you are.

03

Take small risks

Try one different thing on your next call. See what lands.

04

Write it down

When something works, capture it. That is your material.

What your team walks away with.

- A personal 'authentic sales voice' framework they can apply immediately
- A shared language that unifies team culture
- The three-chord model for structuring any sales conversation
- Renewed confidence in their individual selling style
- Practical techniques for building trust faster — without manipulation
- The Harmony Principle — a trust standard for every client interaction
- Permission to stop performing and start genuinely connecting

90 minutes that change the conversation.

90

Minutes

3

Core Pillars

3

Live Exercises

20+

Audience Size

Delivery Format

Keynote presentation with live audience exercises.
Slides and speaker notes drive self-awareness and insightful suggestions. No teleprompter.
Just Roger and the room.

Pre-Work Included

25-question Sales Style Assessment sent to attendees 48 hours prior. Results revealed live at the opening of the session.

Best Fit For

Sales kickoffs, mid-year resets, leadership offsites.
Teams of 20 to 500+.
Standalone keynote or full-day anchor.

Post-Program Downloads

A QR code displayed on screen gives attendees instant access to tools, question frameworks, self-assessment guides, and program resources.

ABOUT ROGER

Roger Anderson

Sales Professional • Songwriter • Speaker

Roger spent his career in sales the way a musician spends time with their instrument — obsessively, curiously, and with genuine love for the craft.

As an acoustic folk guitarist and songwriter in the tradition of the 1960s singer-songwriters, Roger understands what it means to find your voice — to stop covering other people's songs and start writing your own.

Recipient of the "Developing People to Meet Customer Needs" award before retiring from sales.

Ready to go beyond the script?

Email

roger@sellfromthegut.com

Phone

(586) 292-3553

Web

www.sellfromthegut.com