



Julie Holmes

Keynote Speaker | Sales & Marketing Advisor | Whole Company Selling Leader
+44 (0)7884 665 397 | hello@julieholmes.com | www.julieholmes.com

10 Minute Positioning Statement

A For	1 (Your Target Market)
B who need to	2 (Their Needs)
C and who want to	3 (Their Wants)
D with hopes of	4 (Their Aspirations)
E (Your Name)	
	5 (What You Do/Your Elevator Pitch)
G Unlike	6 (Prospects Next Best Alternative – Repeat As Needed)
H (Your Name)	
I is	7 (What Makes You Different <u>and</u> Valuable to Them)
J Companies like	8 (Name Your Best Customer or Ideal Prospect)
K have experienced	9 (Document Their Results – Numbers Rule!)
L And others like them will too!	



Julie Holmes

Keynote Speaker | Sales & Marketing Advisor | Whole Company Selling Leader
+44 (0)7884 665 397 | hello@julieholmes.com | www.julieholmes.com

10 Minute Positioning Statement

A	1
B	2
C	3
D	4
E	
F	5
G	6
H	
I	7
J	8
K	9



Julie Holmes

Keynote Speaker | Sales & Marketing Advisor | Whole Company Selling Leader
+44 (0)7884 665 397 | hello@julieholmes.com | www.julieholmes.com

10 Minute Positioning Statement

<i>For</i>	<i>Organizers of sales and marketing kick-off meetings that PAY their speakers – especially companies focused on technology and digital businesses</i>
<i>who need to</i>	<i>book an excellent, reliable content speaker that will educate and motivate their sales staff</i>
<i>and who want to</i>	<i>see a lot of discussion and enthusiasm generated by their speakers and demonstrate diversity</i>
<i>with hopes of</i>	<i>sales people applying newly learned ideas and principles to generate more sales</i>
<i>Julie Holmes</i>	
	<i>delivers keynotes around her Whole Company Selling philosophy. Her most popular talk, Kissing Prospects & Customers for Profit, gives attendees clear strategies for continuous selling and getting more than just revenue from their accounts.</i>
<i>Unlike</i>	<i>other sales speakers</i>
<i>Julie Holmes</i>	
<i>is</i>	<i>an award-winning American speaker that lives in the UK and brings her 20 years of enterprise technology experience and professional, powerful presence to every event. She is a powerful woman on stage that energizes and inspires audiences.</i>
<i>Events like</i>	<i>The UK National Sales Conference and Expedia</i>
<i>have experienced</i>	<i>rave reviews, increased sales and improved relationships between sales, marketing & other departments</i>
<i>and others like them will too!</i>	