



Customer

The client is one of the world's leading providers of technology solutions for the investment banking and financial services industry.

Audience

VP of Sales, Sales Directors and Sales Team

Country

Virtual

Challenge

To generate creative ideas for improving brand recognition and reputation of the company and their products in the North American investment banking and financial services market.

James Taylor's Solution

- 75 minute virtual keynote and workshop

Results

- James Taylor's virtual presentation blended a traditional keynote and interactive workshop to enable the sales team to better generate ideas and options for improving brand recognition.
- The breakout exercises also trained members of the team, who are from diverse technical backgrounds (technology architects, consultants,

James Taylor helps Fortune 100 tech company accelerate sales in investment banking and financial services industries.

The client is a Fortune 100 company and one of the world's leading providers of technology solutions for the fintech, banking and financial services industry.

As part of the clients North America sales meeting they invited James Taylor to give a keynote and workshop virtually. Attendees consisted of senior sales leaders and sales team executives from across the North America region.

The objective of James' session was to bring the entire sales team together around the ideas of creativity and curiosity and in the process facilitate new ideas so the firm can grow its market share in the investment banking and financial services industries.

One of the challenges was that the attendees came from diverse technical backgrounds including technologists, consultants, marketers, and bankers and the team was still finding its feet after a series of acquisitions and new executive hires.

James took part in a number of pre-event calls with sales team leaders in North America including with the VP of Sales and key decision maker. These calls were invaluable for identifying key challenges the team faced and their impediments for growth.

It was decided that James' virtual presentation would also provide an opportunity to develop better collaboration and strengthen bonds within the team.

In addition to his main keynote James suggested a series of breakout exercises as part of his presentation which would allow the team to both develop new creative and critical thinking skills as well as improve collaboration.

James Taylor

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

James Taylor

KEYNOTE SPEAKER

Enquire Now:

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