



Steve W. Martin is the foremost expert on “Sales Linguistics,” the study of how customers use language during the complex decision-making process. Steve began his career programming computers as a teenager in the late '70s. Through working with computers, he became acutely aware of the preciseness and structure of language. In addition, programming is built upon models--verbal descriptions and visual representations of how systems work and processes flow. Models enable repeatable and predictable experiences.

Early in his career, he was also introduced to the concepts of neurolinguistics (the science of how the human brain constructs and interprets language). When he transitioned his career into sales, he realized that he could build models to create successful relationships based upon customers' language and thought processes. Without any sales experience to speak of, he was the number one salesperson in his company for the following four years.

Steve went on to be a top sales producer for a billion-dollar software company and was promoted into management to imprint his “selling model” on other salespeople within the organization. As vice president of sales later, Steve successfully trained his salespeople on the sales strategies and communication skills that are necessary to close large complex accounts.

He is the author of critically acclaimed “Heavy Hitter” series of books about enterprise sales strategies for senior salespeople. His newest book is extensive win-loss analysis research and titled Heavy Hitter I.T. Sales Strategy: Competitive Insights from Interviews with 1,000+ Key I.T. Decision Makers and Top Technology Salespeople (release date November 2014). Heavy Hitter Sales Linguistics: 101 Advanced Sales Call Strateg...

Steve Martin

Speech Topics

- ▢ Sales
- ▢ Customer Service
- ▢ Communications



Testimonials

▢ “Steve Martin’s deep knowledge of the enterprise sales process combined with his insights about the politics and personalities of customer decision making has made a profound and instantaneous impact on our organization. Based upon his recommendations, we completely changed our strategy and tactics to engage prospective enterprise customers and manage the sales process resulting in greater sales success.” ▢

- AT&T.

▢ “Steve Martin’s win-loss study process was deliberate and controlled, and he provided a level of credibility and confidentiality that enabled us to have a very high response rate from prospective customers. Steve’s study taught us why we really win or lose with specific types of customers, and has enabled us to dramatically improve our sales process. We are putting the information we received from this study to great use. We were in the process of upgrading our sales training curriculum, and this analysis gave us excellent direction. We are able to target specific marketing and sales messages to specific contacts within our customer base, ensuring that we’re effectively targeting their highest priority needs. We are also using the information to assist in the development or modification of product and service offerings, as we now have better insight into the areas of interest of our customers. I highly recommend Steve’s study as a

source of sales force development and marketing information.”

- Standard Register Industrial.
