IAN ALTMAN
Keynote Speaker, Bestselling Author and Business Strategist

Energetic, Interactive, and Actionable. Those are words audiences often use to describe Ian Altman’s sessions, articles, and bestselling business books.

As a regular columnist for the digital editions of Forbes and Inc magazines, Ian is an internationally respected and sought after expert on business, innovation, collaboration, and integrity-based selling. Audiences discover an approach to business growth that everyone can embrace – even your customers.

"Outstanding content and value. Ian presents a whole different mindset for selling. In several weeks it already is making a difference with me and with our company. I anticipate that we will look back at Ian’s training as a hallmark moment in the history of our company, when throughout many levels in our company we really learned to sell!"

Michael Engels, Chief Investment Officer/Partner CWS Capital Partners

_Same Side Selling_ is “... one of two intriguing books you should read on B2B consultative selling.”

Seth Godin, Business Luminary
Clients rely on Ian to educate, engage, inspire, and yes... entertain audiences to enable dramatic growth.

Year after year, organizations come back to Ian for repeat performances.

Companies like Allstate Financial & Thermofisher Scientific call on Ian Altman to modernize their sales and marketing to align with research on how customers approve purchases. As a CEO of his own technology and services companies for two decades, he grew his own companies to more than $1 billion in value. Audiences know the difference between someone who has walked the walk, not just talk the talk.

Ian teaches that results matter. Organizers and executives know Ian has successfully implemented the concepts he presents. Ian combines stories, proven methods, and humor to inspire your audience. He engages the audience from beginning to end to ensure active participation and maximum retention of key principles. Ian will ensure they leave with actionable steps to help you get the results you need for your business. They might laugh a bit, too.

“Our team found Ian to be engaging and thought provoking. His message about value selling resonates and can be implemented with relative ease across our supply chain.”

Mark Zacur, Vice President and General Manager, Fisher Healthcare – Thermofisher Scientific
Keynote Topics

Discover An Approach To Sales Everyone Can Embrace – Even Your Customers

Is your sales and marketing aligned with how your customers make decisions? In his interactive, energetic, and entertaining session, Ian shares research across thousands of executives on how they make and approve decisions. Ian presents a powerful approach to sales and marketing that everyone can embrace, even your customer. Ian shows case studies of companies that have doubled their growth and beyond using the same principles.

Capture Attention In a Noisy World

Companies with great products and services, may find their message is falling on deaf ears. Let’s face it, your potential customers are inundated with tons of information. If you don’t know how to stand out, you’ll get swept under the rug. Ian Altman’s highly interactive session guides the audience through proven concepts and methods that attract the attention of the right customers and partners.

Ian delivers keynote addresses ranging from 30 minutes to 90 minutes. His clients often engage him for interactive workshops that range from half-day to two-day programs. Regardless of the setting, Ian engages the audience from beginning to end to ensure they leave with actionable take-away messages they can immediately put into practice.

“Ian was dynamic from the moment he spoke. A true "larger than life" personality, that if you were not part of the session he was presenting and walking by, you might find an excuse just to put your ear to the door and listen as the energy and enthusiasm could be perceived as “contagious” outside the meeting room walls.”

Shellie Albosta  
CWS Capital Partners
Our clients have embraced our sharp focus on impact and results. Ian’s Same Side Selling has shifted our discussions from price to value. We’ve landed on the Inc. 5000 each of the past two years by repeatedly growing more than 25% year over year and more than doubled our business in just three years.

Colin Eagen
CEO, E Group

"Mr. Altman’s workshop was one of the kind. It was a beautiful blend of an engaging presentation and entertaining audience’s interaction. It was never a dull moment. Just as you thought that you’ve heard it all, he pulled out more wisdom from his treasure chest."

Jay E. Emmingham
Momentum Builds

Same Side Selling Immersion Workshop

The way customers make decisions has changed. If you do not adapt to how customers make decisions, you will fall short of your potential.

Ian Altman leads a full-day Group Workshop to give your team the skills, practical exercises, and hands-on support to sharpen focus and discover how to grow revenue with integrity. For maximum impact, workshops best serve of 5 to 50 attendees, tailored to the group’s interests and needs.

Your team will discover:

- How to grow revenue with integrity.
- Methods to effectively handle pricing pressure.
- Get on the same-side with clients as a trusted advisor, not a slimy salesperson.
- Have a mutual discussion with clients about value vs. price.
- Ways to stand out from the competition.
- Techniques to capture attention in a noisy world.
WHAT PEOPLE ARE SAYING...

"In a landscape where people instinctively react defensively upon the approach of a salesperson, Ian teaches methods that enable you to almost immediately break that barrier, and approach conversations that are customer focused. This helps both parties since you're seen as wanting to solve, not sell. The methods focus on integrity and not trickery. I was thoroughly impressed!"

Spencer McKee, EnableSoft

"Ian Altman goes beyond your run of the mill tired old selling seminars. Ian delivers in a practical real world style that allows the participants to re-calibrate and hit targets. Regardless if you're a newbie or "seasoned pro" his approach, style and content is relevant and will apply to any genre. What a relief to know that tricks aren't required to sell but instead you can make a friend and gain accounts! Bravo Mr. Ian!!"

Dan De Angelis, Employment Technologies

“ I left the session feeling armed, empowered and excited use the Same Side Selling methodology in my day-to-day interactions with clients!”

Brandy Hammond, E2G The Equity Engineering Group

"Can't miss this! Ian was fun, engaging, and actually seemed to know what he was talking about! His proven experience shone through. There was a good balance of presentation, interaction, and opportunity for questions."

Anne Ballard, Hunter Lab

"Ian Altman presented invaluable sales guidance in an fun, interactive and engaging style. His honest, disarming approach to sales should resonate with any sales professional who wants to achieve dramatically greater results and maintain a high level of integrity."

Ben Foreman, LPL Financial

More client testimonials available at ianaltman.com
Discover an approach to selling that everyone can embrace—even your customers with Ian's best selling books.

**Same Side Selling** gives practical steps to break through sales barriers and turn confrontation into cooperation. Sellers that implement the Same Side Selling approach will be seen as a valuable resource, not a predatory peddle.

**Upside-Down Selling** takes just about everything you know about the selling process and turns it on its ear—upside-down if you will. You’ll quickly realize that your greatest growth potential is sitting right under your nose.

**Articles**
Ian publishes weekly articles on business and sales topics. You can read his articles on sites such as

![Inc.](image)

![Forbes](image)

**Business Podcast**
Ian hosts a popular business podcast dedicated to helping those that offer professional services. He features insight from industry leaders with proven success. Tune-in to the Grow My Revenue Business Cast for inspiration, entertainment, and especially actionable take away messages that can drive remarkable results.
About Ian

Biography

Business leaders call on Ian Altman to modernize their sales and marketing. Ian's approach helps companies significantly grow sales by aligning their goals with current and emerging trends in buyer behavior.

Ian is a multi-bestselling author, strategic advisor, and internationally sought speaker.

A successful services and technology CEO for two decades, Ian draws on years of success and research on how customers make decisions. He shares how his clients have more than doubled their businesses following the same methods that he used to build his former company from zero to more than $1 billion in value.

You can find Ian's weekly articles on Inc.com and Forbes.com. He is the host of the weekly podcast Grow My Revenue Business Cast. Discover more at IanAltman.com.

Speaker Videos

Ian’s speaker videos and keynote previews are available at IanAltman.com

Brief Intro

(Use when introducing Ian for Interviews and Events)

He started, sold, and grew his companies worldwide to values of more than one billion dollars – and he’ll show us how.

Seth Godin, recommends Ian’s latest book, Same Side Selling, as one of two books to read on B2B selling – the other one being SPIN Selling from 1988.

You can read his columns each week in Forbes and Inc. He is the host of the weekly Grow My Revenue Business Cast on iTunes.

Ian lives in the Washington DC area with his two children, a dog, and a wife he doesn’t deserve.

Headshot

Ian’s headshot is available at IanAltman.com

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