markowitz
SALES CONSULTING

# Start with the meeting that didn't go the way you wanted.

No pitch, no deck. One conversation about where the deal actually stopped moving.

I answer these myself, usually within two business days.

**WHAT YOU BRING**

One live opportunity. The account that has gone quiet, the proposal that stalled, or the meeting you cannot stop thinking about.

Nothing else. No preparation, no deck, no homework beforehand.

**WHAT TO EXPECT**

One conversation, about an hour, working a live opportunity together.

We take that call apart to find which step it broke down in — usually Discovery. You leave with that answer and one thing to change, whether or not we work together.

From there we scope the work to your team and your sales cycle:

- 1–2 day on-site workshops
- Sales process consulting — 6 to 12 week engagement
- Sales leader coaching
- Fractional, chief sales officer

# Change the approach, not the personality.

Most companies hire charismatic salespeople and then wonder why the results don't follow. The premise is simpler: change what we control, build a process we can repeat, and make the shift our clients make — from “I” to “we.”

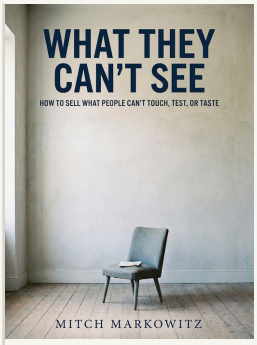
**THE BOOK**

Mitch Markowitz is the author of

*What They Can't See*

How to sell what people can't touch, test, or taste.

The process used in this practice is the one he wrote about in that book — developed over 25+ years of selling services with no showroom, no test drive and nothing to demonstrate, and taught to sales professionals in dozens of industries.




Markowitz Sales Consulting

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SERVICES

## Engagements are built for service organizations selling what cannot be demonstrated. Every engagement is shaped around the seven-step process in the book.

### Sales process audit

The seven steps assessed against how your team actually sells, with the gaps named and ranked.

### Account Management Strategy

The living plan kept in the client record, co-created with the buyer rather than presented to them.

### Sales leadership cadence

Weekly sales meetings with an agenda out 24 hours ahead, plus the metrics a manager can actually coach against.

### Sales process design

Agenda and discovery templates, the four P's, and the qualification questions, built for your industry and your sales cycle.

### Ride-alongs and call debriefs

Field coaching with a debrief, not a scorecard. Game film review when a deal is lost.

### Keynotes and workshops

The book's material delivered to a sales team or a conference audience, from a 45-minute keynote to a full working session.

THE SPINE OF THE WORK

## Not the quarter, not the pipeline, not the deal — the meeting.

**1 Mindset**
The meeting is the unit of work.

**2 Agenda**
The customer's first yes.

**3 Rapport**
Trust is the goal. Likeability is the byproduct.

**4 Discovery**
Indicators versus motivators.

**5 Guide**
You're Yoda, not Luke.

**6 Decision**
Anticlimactic by design.

**7 Mutual Agreements**
There is always a next step.

## There is no showroom for what you sell.

You cannot demonstrate your way to a sale. You have to think your way there. If your team sells a service nobody can see, test, or taste, that is the whole problem — and it is a solvable one.

Start with one meeting. Bring me a call that did not go the way you wanted, and we will find the step that is costing you.

Markowitz Sales Consulting · A seven-step process for selling service organizations — no showroom, no test drive, nothing to demonstrate. Statistics sourced from Forrester, ATD and the National Center for Education Statistics. © 2026 Markowitz Sales Consulting.

GET IN TOUCH

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*The seven-step process from What They Can't See, applied to your team.*