

# The 1% Difference

**LYNN POWERS**





# The 1% Difference: *Creating Urgency, Trust and Wins That Last*

## LYNN POWERS

Top Performing Account Director at  Clari



TOP1SUMMIT.COM





# Today's Agenda

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**1**

How Top Performers Think Differently

**2**

Find Urgency: The 1% Difference

**3**

Building Trust: Turning Pressure into Perspective

**4**

Make it Memorable: The Brand of You

**5**

Your 1%: Playbook for Q4







# Thinking Differently

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What is the contract you  
are after?



Who's involved and  
who *still* needs to be?



Why haven't they  
solved it yet?







**I DON'T WANT TO**



**DO YOU WANT MY OFFER?**

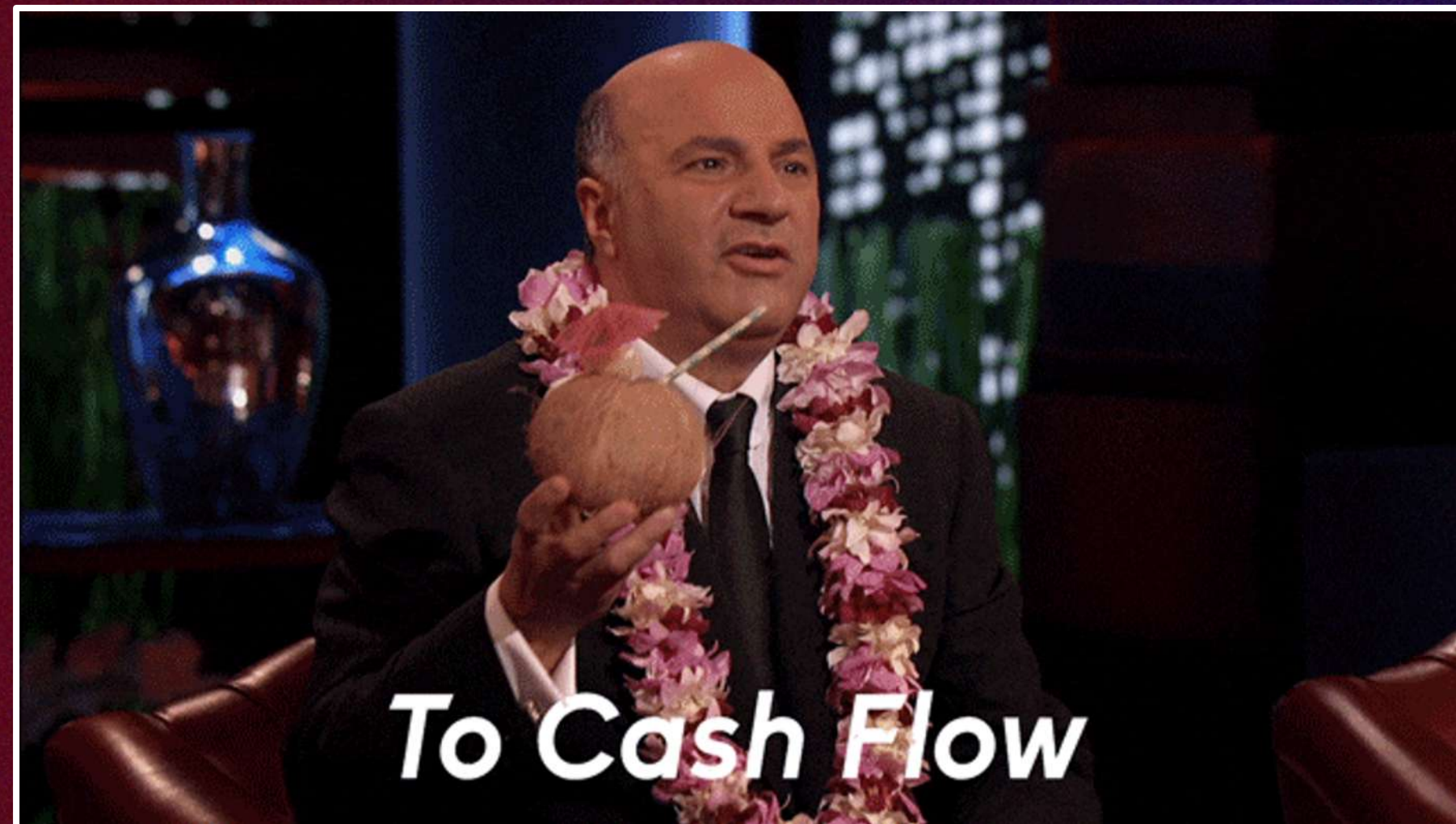






# The 1% Difference

04



***280% in Q1***

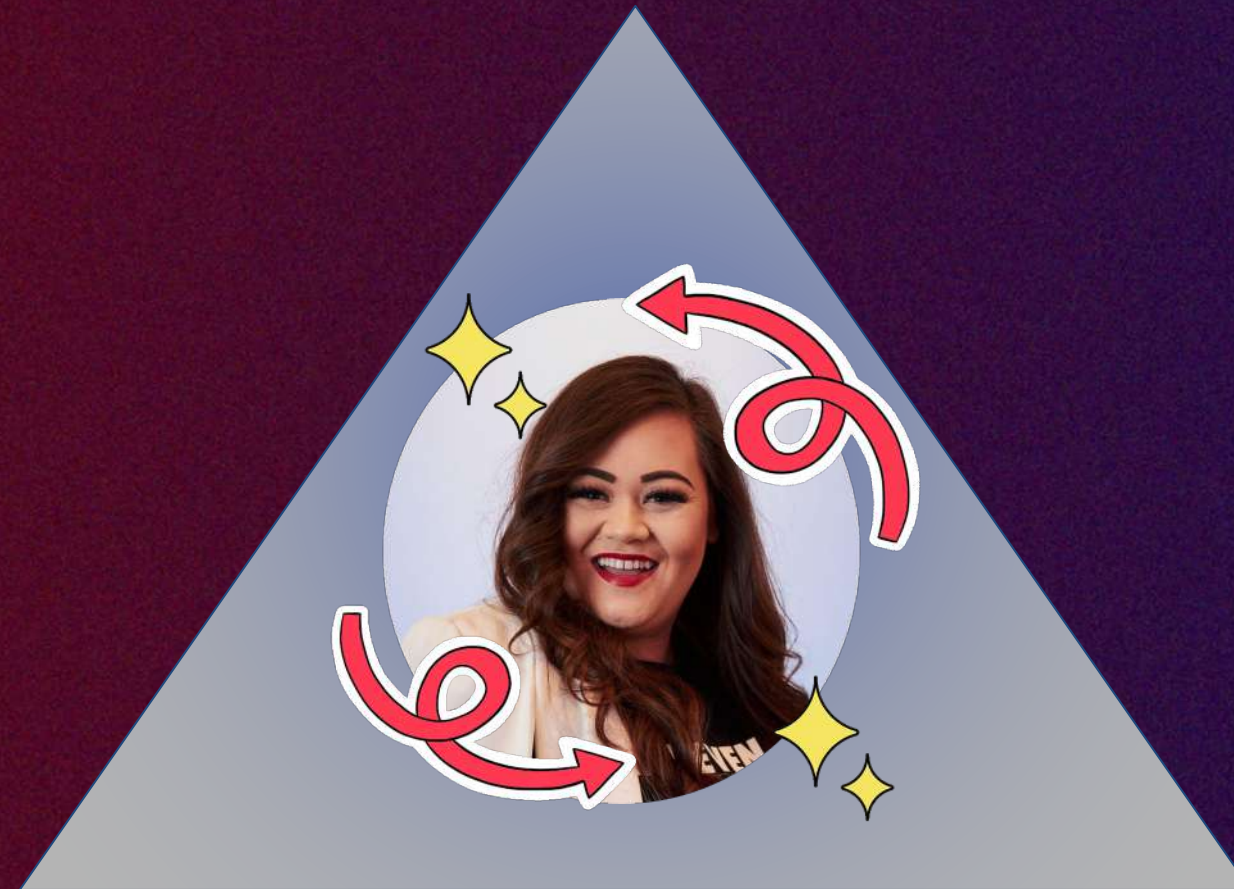
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# The *Urgency* Triangle

04

Data & Competitive Advantage



Budget Alignment

Emotional Why



# The *Urgency* Triangle

04





# The *Urgency* Triangle

04

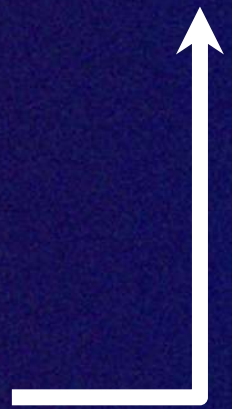
**Data & Competitive Advantage**



**Budget Alignment**

- Who owns the outcome but can't fix it
- What's the cost of inaction
- Make it a safe yes

**Emotional Why**





# The *Urgency* Triangle

04

**Data & Competitive Advantage**

- Follow the initiative that can't fail
- Budget isn't one line item
- Budget follows belief

 **Budget Alignment**



**Emotional Why**

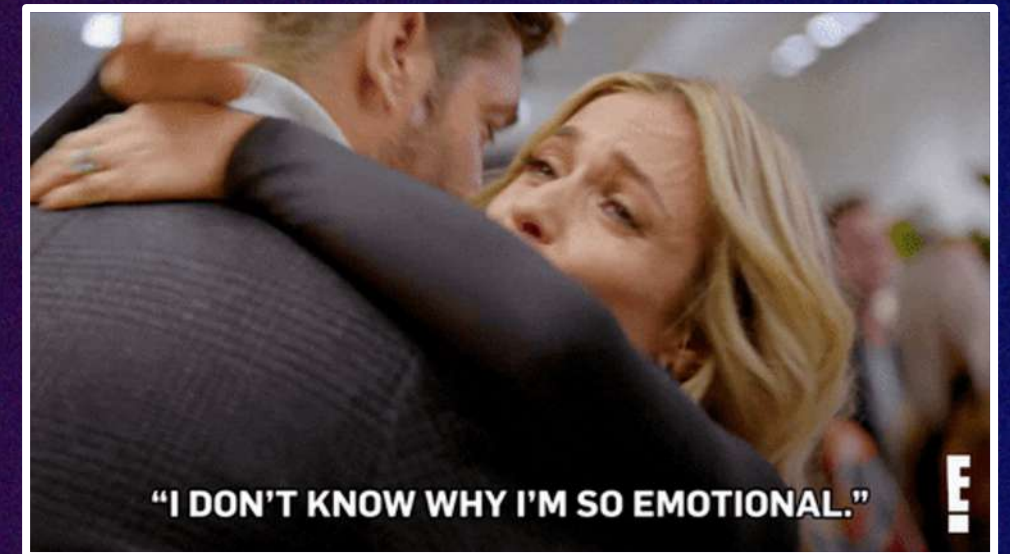
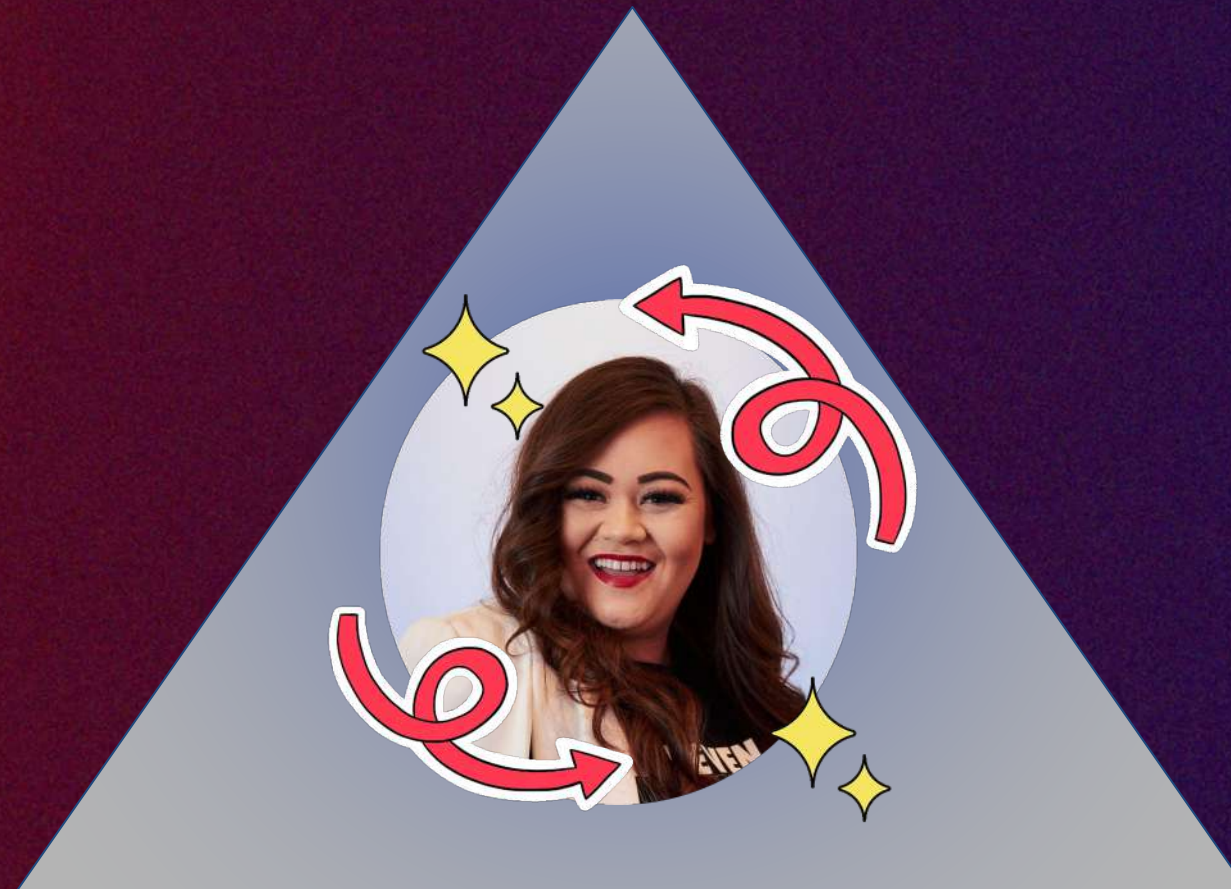




**Data & Competitive Advantage**



**Budget Alignment**



**Emotional Why**

**The *Urgency* Triangle**  
***280% in Q1***



# Make it Memorable: **YOU** are the brand



- Bring proof not a pitch
- Anticipate the asks
- Be remembered



# Your 1% Playbook

Urgency is Created, not found.



Trust multiplies urgency.



Memorable moments compound.



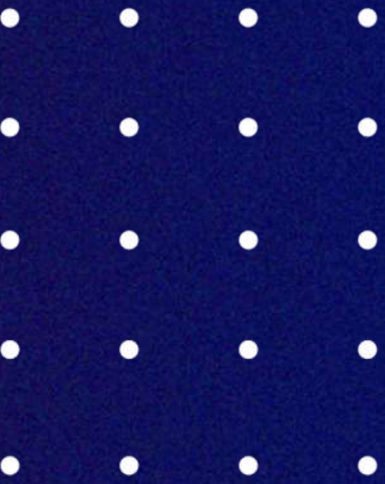
Your 1% Difference.





# THANK YOU!

TIME FOR YOUR QUESTIONS





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