

"We are always looking for a better way to communicate our message. Buyer-Approved Selling tells us exactly what selling strategies decision-makers appreciate most. How valuable is that!"

Gary Hubbard,
Senior VP,
Liberty Northwest Insurance

Buyer Approved Selling Excellence Workshop (BASE)

Discover how to increase sales by differentiating your approach

Introducing a sales workshop based on advice from hundreds of decision-makers

The power of perspective.

Easy to Apply, Effective & Proven

Decision-makers from a wide range of companies including DuPont, ADP, Verizon, Oracle, U.S. Bank and Hyatt Hotels reveal approaches that will improve the way your team sells.

Discover Buyer-Approved ways to:

- Differentiate your approach
- Build trust
- Earn the right to advance and close the sale

Enrich existing sales systems with proven techniques that cover all the steps of the sales cycle.

"Canon U.S.A. Inc. licenses the Buyer-Approved Selling workshop to train our national dealer sales force. This workshop is unique in that it offers a first-hand look into the buyer's psyche while providing lots of common-sense, real-world strategies for success."

Mitch Bardwell,
Senior Director,
Sales Training,
Canon U.S.A. Inc.

I recently attended your research-based workshop for sales professionals and feel compelled to write and tell you how incredibly impressed I was. Your "buyer-approved selling" approach is refreshing and long overdue. I will be sure to recommend your system to other investment advisors.

Jason Tomkinson,
Investment Advisor,
Canaccord Capital

Increase Revenues

by aligning your sales process with the preferred buying process of today's time-deprived decision-makers.

A Refreshing Approach that Delivers a Competitive Advantage

Research with hundreds of corporate decision-makers makes it clear: Many sales people do not use the Buyer-Approved sales approaches covered in this program.

Why not?

Because Buyer-Approved sales approaches require more time and preparation than they're willing to invest. Which is crazy when you consider the extra mile is often the difference maker.

Yet that's GREAT news for you if you're looking to differentiate your company's sales approach. Buyer-Approved Selling details specific ways to out-prepare the competition, build trust and win the deal.

Is this sales program for new hires only?

We work with new hires and National Account Executives alike. Consider a salesperson with 20 years of experience with patterns of behavior repeated over and over. This individual could be said to have one year's experience 20 times over.

Consistent use of Buyer-Approved sales approaches will enable your salespeople to:

- Set more sales meetings with the Permission-Based Introductory Call
- Conduct focused Sales Meetings that advance the sale with qualified prospects
- Ask insightful questions to uncover hidden costs of not taking action
- Close sales confidently with the #1 close preferred by decision-makers
- Learn what ANNOYS decision-makers (Because if you're annoying, it doesn't matter what you're selling...)
- Develop the power of their "Personal Brand" to build trust and earn referrals
- Out-prepare, out-communicate, and out-sell the competition

BASE: Winning Sales Advice

"This Workshop offers salespeople practical, easy to implement sales approaches that all have one thing in common: they're based on valuable, real-world advice from hundreds of corporate decision-makers who tell it like it is."

Wesley J. Johnston, Ph.D.,
Executive Director,
Center for Business and Industrial Marketing,
Robinson College of Business,
Georgia State University

Workshop Agenda

INTRODUCTION

The 6 O'clock Tragedy
The 80/20 rule
The 70/30 rule
Trust-Building Exercise

MODULE 1: PROSPECTING FOR NEW BUSINESS

Opening Statement Exercise
Introductory Call Case Study
Industry-Specific Positioning Statements
Key Point Statements
The Permission-Based Introductory Call
Voicemail Cold Calls
Database Management

MODULE 2: PREPARING FOR A SALES MEETING

Pre-Meeting Research
Answering Tough Questions
The Preemptive Objection Statement
The Power of Effective Questions
The Advance Meeting Agenda
The 10-Minute Meeting

MODULE 3: THE SALES MEETING

Objective Questions for 'Committee Decisions'
Live References vs. Testimonial Letters
Verbal Key Point Summary
Meeting Checklist
10-Minute Meeting Simulation

MODULE 4: CLOSING THE SALE & KEEPING IT SOLD

Negotiating
Closing the Sale
Customer Satisfaction Survey
Relationship Maintenance: Staying 'Top of Mind' with customers

MODULE 5: OUT-COMMUNICATING THE COMPETITION

Accountability
How to Annoy Decision-Makers...Guaranteed!
Voicemail Tips & Techniques
Communication Mastery

ON-GOING REINFORCEMENT

Our 4-Step Training Program ensures your salespeople apply and master the approaches from the Buyer-Approved Selling workshop.

1. Instructor-led Workshop
2. Individual Sales Manager Coaching (coaching kits provided)
3. University on Wheels (Audio Reinforcer)
4. Weekly Sales Meetings, 30 Minute Skill-Building Sessions by your salespeople

The Bottom Line?

Differentiation

When you think about it, who better to tell us how to differentiate our approach than the very people we sell to?

"The 'decision maker-approved' approaches in BASE are what separate the top 20% of successful salespeople from the rest of the crowd - regardless of industry."

— J.P. Lavoie, Senior VP, Wealth Management Services, Canaccord Capital

More Testimonials

"Thank you so much for your Buyer-Approved Selling workshop. I want to reiterate that your sales workshop provided more new techniques than any other I have attended."

— **Deidre Thomas, Marketing Director, Hoskins & Co, Certified Public Accountants, Atlanta, Georgia**

"The buyer-approved selling approach is different from most others... it focuses almost entirely on the sales process and examines both cultivation and solicitation from 'the buyer's side of the desk.'"

— **American Chamber of Commerce Executives**

Thought Leader Publications publishes Buyer-Approved Selling V3.0, The Sales Star, The Customer-Approved Small Business & Human Resource-Approved Job Interviews.

Contact us for workshop facilitation & licensing, train-the-trainer certification, speaking engagements, sales manager coaching and custom books (with a foreword by one of your executives).

BASE is accredited by the Registered Insurance Brokers of Ontario

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