

*"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 selling process with the preferred buying process of today's corporate decision-makers.*

## A Refreshing Approach that Delivers a Competitive Advantage

Research with hundreds of corporate decision-makers makes it clear: Most sales people do not use Buyer-Approved sales approaches...

Why not?

Because Buyer-Approved sales approaches respect the decision-maker's time, and that means more work for the salesperson. (Today's business climate has no time or patience for sellers who wing it.)

That's GREAT news for you if you're looking to differentiate your company's sales approach. You get more when you give more; that's the basis of Buyer-Approved Selling.

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

- Make effective permission-based introductory calls **using a winning value proposition**
- Set more sales meetings with a unique, proven approach
- Conduct effective 'Buyer-Approved Sales Meetings' that saves time and creates results
- 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 (**Worth the price of admission alone...**)
- Develop the power of your "**Personal Brand**" to build trust and earn referrals
- Out-prepare, out-communicate, and out-sell your competition

## **BASE: A Full Day of 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

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## INTRODUCTION

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

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## 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

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## 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

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## 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

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## MODULE 4: CLOSING THE SALE & KEEPING IT SOLD

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

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## MODULE 5: OUT-COMMUNICATING YOUR COMPETITION

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

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## ON-GOING REINFORCEMENT

Our post-workshop **Sales Manager Coaching Program** provides you with tools & skills to help your sales reps *master* Buyer-Approved approaches.

*Is sales training effective without on-going reinforcement?*

NOTE: One spin-off benefit of the Sales Manager Coaching Program is improved sales forecasting...

## 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? Industry-leading companies with nation-wide presence have integrated BASE into their sales culture because they value the perspective and winning sales advice from the buyer's side of the desk.

"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 & Company, 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

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