

Get the Results You Deserve

Influence anyone to buy your Ideas, Services or Products...

...by **Turning Selling into Buying**[®]



Trevor Græme Wilkins
Writer, Keynote Speaker
Engineer, Change Leader

All of us need to influence others - to buy our ideas or vision, our products & services and yes, sometimes even ourselves. But all too often we fear rejection, don't want to look foolish and worry about being unable to deliver - even if we actually do 'sales' or similar as a job - so we often avoid grasping this issue properly

As a result we rarely develop the skills, confidence or process we need - to negotiate a pay increase, to discuss a shared fence with a neighbour, or to sell a complex solution to a client. Experiences range from unease to near terror - if it's our job, the anxiety can affect our health, relationships, even our personality



[Click for Trevor's Video](#)

Trevor is passionate that **anyone can 'sell'...and with confidence**, once they learn the real value of what they offer, and the ability to find a buyer's true need for it

"a really great confidence builder"

Sales Professional

"I got such a rush from knowing I could deliver them exactly what they needed"

Young Entrepreneur

"An absolute 'must' for every present or aspiring salesperson"

CEO, Tech Solutions Company

An expert and engaging **Keynote Speaker**, he uses real examples and rôle play to transform anyone's fear, uncertainty and doubt about sales into **Confidence, Certainty and Conviction**

Trevor energetically introduces his simple four step **APEX™** Model of Influence to audiences. His techniques for 'Building a Willing Buyer' will make a productive difference the very next day. Created from modelling 'the best of the best' in communication and influence, Trevor has used this approach to transform hundreds of teams and individuals since 2001 - in North America, the UK and Europe. **Contact him to discuss what your audience wants to take away**

In his **Seminars** (separate sheet) he delivers more detail on using **APEX™** easily and simply...for anyone, anywhere, in work & life. **Call to discuss your seminar.**

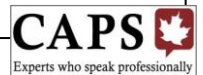
He's spent 35 years influencing people to 'buy' his ideas, products and services - in the army, in business and in daily life. Since 2001, his workshops have freed teams & companies from the waste caused by sales myths, fears and guesses

He's also started a profitable software house from his garage, been a political organiser, run global sales channels and been a Director at a NASDAQ startup. A graduate of Cranfield University, Ashridge Business School and Sandhurst, he's a Master Practitioner of [NLP](#), a motorbiking father of 3, and a member of the [Global Speakers Federation](#), [CAPS](#), and [NSA](#) who speaks all over the world.



Driving belief & change at teams that include:

New Era of Networks Inc.
Reval Treasury Solutions
CGI Consulting
University of Ottawa
Logica plc
STL Group
Cognivue Corporation
Netcelerate Inc
Dundas Data Visualization
IBM Europe



[Click for Trevor's Details](#)

**"You deserve to influence others more easily and fruitfully...
... whether you measure it in confidence, money, pleasure or time"**

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Tell me and I may forget

Show me and I can remember

Engage me and I will understand

Confucius 5th Century BC

