

Turning Selling into Buying[®]

APEX[™] Seminars & Fearless Selling[™] Workshops



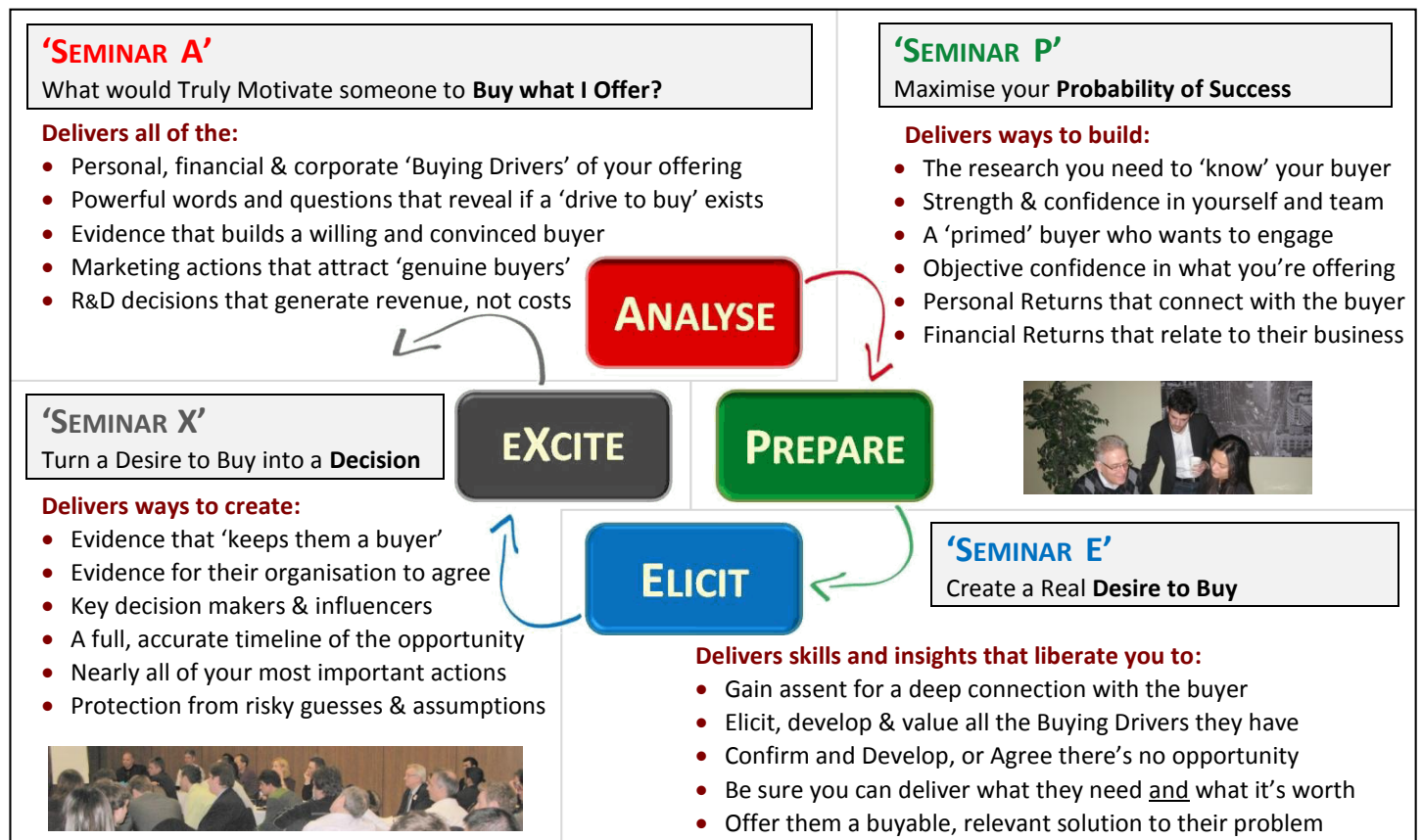
Click for Trevor's Video

In tough times and good, everyone needs to contribute to the success of an enterprise - your engineers, executives, sales leaders, consultants, project managers, customer services, marketing professionals - just some of the many people who will improve your results by using the APEX[™] Model of Influence

CONTACT US TO DISCUSS WHICH SEMINARS WILL DELIVER THE MOST TO YOU

Our events are energetic, pragmatic, and blend proven theory with immediately useable skills. Each Seminar addresses a step in the Influence Process and can be tailored to your needs. We can cover:

- the universal drivers that would **motivate anyone to buy** or 'buy into' what you offer
- how to **best prepare** yourself, your team, your offering, and your potential 'buyer'
- a simple framework for **every influence meeting**, that gets results - every time
- how to confidently **build a 'Willing Buyer'** and agree a buying plan that works for everyone



Fearless Selling[®] Workshops are run by Holis Associates Inc. to transform how our clients deliver sales, channels, investors, partners. **CONTACT US TO GET A BETTER BOTTOM LINE AND A BETTER NIGHT'S SLEEP**

"I've believed for quite a while that 'selling' is an outdated concept - it's **helping people buy** that matters. Trevor really helps individuals & teams turn selling into buying. I've seen him do it, energetically & effectively"

Prof. Bruce M. Firestone
Entrepreneur-in-Residence, Telfer School of Management, uOttawa
Founder, Ottawa Senators; Executive Director, Explorim.org
Broker, Century 21 Explorer Realty Inc.

"Trevor's always **stimulating, yet practical.** We took away clear, practical ways to improve how and why anyone would buy more from us"

Alexander Chiang
VP Product Management
Dundas Data Visualization Inc.
World Leader in Business Dashboards

THE BOOK: **Turning Selling into Buying[®]** - Tools for Work, Skills for Life LINKEDIN: [trevoratholis](https://www.linkedin.com/company/trevoratholis) TWITTER: [sellingtobuying](https://twitter.com/sellingtobuying)

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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



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