

DISCOVER *PRECISELY* WHAT MOTIVATES ANYONE TO *SPEND MONEY* ON YOUR IDEA, PRODUCT OR SERVICE



Build a *DESIRE TO BUY* exactly what you offer ...
... then **TURN DESIRE** into an *ORDER* or *DECISION*

BUSINESS DEVELOPMENT PROGRAMME

The Buying Driver Analysis

This intense 1 or 2 day programme (known as an **ABC Analysis™**) delivers solid, objective realities about the 'buyability' of what you're selling to a specific buyer or group. Using the first step in the well-proven **Turning Selling into Buying™** process, you'll take away simple useable insights and techniques you can benefit from, the very next day.

SEMINAR OUTCOMES

The TakeAways from What You Offer

- What **time** improvements does it deliver?
- How will it affect **income** or **expense**?
- Is **risk** reduced or made more visible?
- What status, joy or stress reduction?

What's Valuable in Your Offering

- What else does it include outside the core?
- Are attractive terms, 3rd parties, finance, training or reputation seen by buyers?
- What does a channel take away from a sale?

Questions that elicit which your buyer needs

- Business-oriented challenges
- 'Navigation Aids' to buyer TakeAways

Convincing Proof that your TakeAways exist

- Only produce collateral that works
- Stop wasting demo resources unnecessary
- Make far better use of your referrals

Go to www.turningsellingintobuying.com to learn more about this simple, but amazingly effective way to get the results you deserve!

Pick up tips before you even arrive on the course by following [@sellingtobuying](https://twitter.com/sellingtobuying)

OVERVIEW

For over 10 years, **Turning Selling into Buying™** (TSB) has been used to improve the results of individuals & teams, of start-ups & established businesses, in retail & wholesale, in high-tech & no tech. TSB integrates an effective, *sustainable*, ethical 21st century approach into the way you run your business and your life.

An ABC Analysis is at the heart the hardest questions:

- What *truly* motivates anyone to buy what I offer?
- What *enduring* benefits will they be buying?
- Is my product actually buyable?
- Is this the right place to be selling it?
- Is my marketing attracting people who'll *truly* buy?
- What can I base a *business* relationship on?
- Is my development team developing buyable stuff?
- Why is this opportunity 'stuck' in my forecast?
- My offering needs a stronger Return on Investment

TYPES OF ABC ANALYSIS:

The One Day ABC Facilitation:

- rigorously draw out all possible objective data
- teaches a subset of generation skills

The Two Day ABC Certification:

- delivers all the above for use the very next day
- plus new skills to run *the analysis yourself* - for different offering and buyer combinations

WHO SHOULD ATTEND

An ABC Analysis is ideal for anyone determined to maximise the success of their product or the 'buyability' of their ideas or services. This includes:

- sales & marketing leaders in any market
- anyone wanting to start their own business
- product developers and account managers
- independent engineers, consultants, SMB owners
- anyone seeking new channels or funding partners

WORKSHOP FEES

SAR XXXX per participant

ABC Analysis™
FACILITATION
or CERTIFICATION

1/2 days – 7/14 hours
Online resources included
Email coaching follow-up for 90 days

For more details and application form, please contact:

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