

LEARN AND PRACTICE HOW *YOU* CAN INFLUENCE *ANYONE* TO BUY YOUR IDEAS, PRODUCTS OR SERVICES



EVERYONE can sell, can Sell well, and enjoy doing it...
...using the **APEX™** Influence Model

BUSINESS DEVELOPMENT PROGRAMME

The APEX Seminar Series

This energetic programme will transform your approach to selling – anything. Using the proven **Turning Selling into Buying™** process, each will focus on a key Influence Step. Completion of all 4 seminars will deliver [certification](#) as a Fearless Selling Practitioner.

SEMINAR OBJECTIVES

APEX™ Seminar One:

- Understand the Human Communication Model and the psychology behind decision making 'that sticks'
- Recognise and test the only 5 reasons that anyone buys or 'buys into' anything
- Generate 'Buying Drivers' for what **you** sell

APEX™ Seminar Two:

- Learn to prepare yourself and your team for success at **every** influence meeting
- Discover how to prepare your buyer and your offering - to maximize sales effect

APEX™ Seminar Three:

- Discover a buyer's exact problems with the **G.E.C.K.O.** influence meeting framework
- Acquire new linguistic skills that always 'Build a Willing Buyer' ... not 'force a sale'

APEX™ Seminar Four:

- Discover the power of a 'Buying Plan'
- Replace the stress and pressure of 'The Close' with a **self-closing buyer**
- Create the Best Elevator Pitch in the World

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](#)

OVERVIEW

For over 10 years, **Turning Selling into Buying™** has been used to improve the results of individuals & teams, of start-ups & established business units, in retail & wholesale, in high-tech and no tech. This course is a unique opportunity to integrate an effective, *sustainable*, ethical 21st century approach into the way you run your business and your life.

The 4 seminars are best taken together, but if you're short on time, pick the main problems you have:

- 1** What *truly* motivates anyone to buy what I offer?
Is my product buyable? Is this the right place to sell?
- 2** Results from my influence meetings are so variable I get scared and anxious about selling
- 3** Sales meetings are long and ineffective
They not delivering enough, or soon enough
My forecasting is terrible
- 4** My forecast results slip later and later
I hate the stress and anxiety of 'The Close'
It takes too long to explain what we do – well

You'll also be given self-development assignments that will help move your skills to the next level.

As well as new skills, you'll take away:

- a self-contained course workbook
- passwords to online resources
- a copy of the book *Turning Selling into Buying*
- membership of the TSB Online Community

WHO SHOULD ATTEND

APEX™ Seminars are ideal for anyone determined to maximise their ability to influence. 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

The generic workshop can be tailored for specific teams with particular challenges that need to be fixed

WORKSHOP FEES

SAR XXXX per participant

APEX™ SEMINARS

4 days – 24 hours
Online resources included
Email coaching follow-up for 90 days

For more details and application form, please contact:

DR ABDULLAH AL-JUFFALI CENTRE FOR EDUCATION & TRAINING

PHONE

P.O. Box , RIYADH, Kingdom of Saudi Arabia