

NOW YOUR TEAM 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 Fearless Selling® Workshop

This energetic programme will help up to 24 participants to totally transform their approach to selling – anything. Using the well proven **Turning Selling into Buying™** approach, all of the participants will learn new techniques, gain powerful insights, and combine them into instantly productive skills.

KEY OBJECTIVES

- Understand the Human Communication Model and how it influences decisions
- Discover the psychology behind decision making and 'how to make a decision stick'
- Recognise and test the only 5 reasons that anyone buys or 'buys into' anything
- Learn the 4 step **APEX™** Influence Model
- Practice preparation for every influence meeting and eliminate chance outcomes
- Develop your own use of the powerful **G.E.C.K.O.** influence meeting framework
- Acquire new linguistic skills that always 'Build a Willing Buyer' ... not 'force a sale'
- Generate the financial drivers that turn a Willing Buyer into an order or decision
- 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](https://twitter.com/sellingtobuying) 

OVERVIEW

Turning Selling into Buying™ has been used to improve the results of sales teams, business managers, partnerships and start-ups for over 10 years. This course is a unique opportunity to integrate highly effective, ethical 21st century approach into the way you run your business and your life.

Throughout the 5 days of the course, the learning cycle is always:

- Demonstrate the problem – playlets, video etc
- Be introduced to the new concepts
- Watch them in use and ask clarifying questions
- Practice them in small, well coached groups
- Share experiences, discuss and consolidate

At the end of each day, you'll be given self-development assignments that, if you wish, you can use to move your skill to the next level.

As well as whole new approach to business, all of the participants can 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

The workshop is ideal for anyone determined to make a step change in their ability to influence - not just sales. It's particularly useful for:

- entrepreneurs and start-up teams
- sales & marketing leaders with new offerings
- product developer and account managers
- 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

FEARLESS SELLING®
WORKSHOP

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

For more details and application form, please contact:

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PHONE

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