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Turning Selling Into Buying®

Fearless Selling®

Our Fearless Selling® Workshop Programmes massively improve the four **Key Personal Aspects** of any commercial interaction:

Preparation for every call - corporate, client, and personal

Execution and conduct of any meeting that creates influence

Offering that's accurate, buyable, and what's needed

Agreement on an effective & all-inclusive 'Buying Plan'

The conversation may be face to face, on the phone, in a group, or even at a proposal presentation.

You may have an existing sales methodology, your own, or none at all. We improve on it, not replace it.

Your staff may be engineers in a sales rôle or the most experienced in the commercial business.

The company may be a new team, a maturing startup or a medium to large company.

For all of these situations and more we deliver the skills for **Turning Selling into Buying®** and improving your results

Create Influence that Delivers Results

So what Problem do we Solve?

Influencing others to buy complex solutions or services, or to invest in our vision, can be one of the most satisfying things we do. Yet at the same time, it can be one of the hardest things to achieve and to manage - consistently, enjoyably & predictably.

Solve everyday business problems, as well as increasing sales:

- Why precisely does one opportunity move forward easily, while the next is frustrating - despite our high expectations?
- How can you best decide what scarce resources to use to move the process along - when 'the facts' are so often subjective?
- How can your domain experts do their part to contribute more - and facilitate a real desire to buy?

There are plenty of structures out there for sales, marketing and business leadership - we don't try to replace any of them. We just make the people concerned **much more effective...**

What makes us so Different & Effective?

We've taken the framework of an 'influence meeting' back to its roots - a good opportunity to discuss business and to discover exactly if and by how much you can help - and what it'll be worth to them. We've made that interaction well defined, effective and useable by everyone - with our (*Business Communication & Influence™*) **BCI Framework™**

By modeling the language patterns of the most effective commercial individuals, we've also built up a set of powerful skills & insights. These transform the effectiveness of how we think & act every day. Combined with our BCI Framework™, they turn Selling Pressure into a solid Buying Desire. You and your team can learn and practice this through our Consultancy and Training Workshops in **Fearless Selling®**

We deliver a repeatable model that works ... *and sticks!*

Learn to consistently influence buyers

Our **Fearless Selling® Certification** workshops create enduring personal change that's supported by structural changes in working and communicating. Everyone leaves with a 'Fearlessness' solidly founded on new, well-learned skills, and on tangible, objective 'reasons to buy'

What you and your team will take away:

- a faster, earlier needs discovery process
- reduced effort/calls/time on every opportunity
- accurate qualification, with no wasted resources
- partners become a productive extension to your team
- easier, more accurate forecast of revenue, risk & resources
- R&D spending that only creates what people will buy
- a high ROI approach to new market launches
- a creative, motivated environment for everyone

Who should attend from your team?

Everyone facing customers or prospects in your business can benefit. The fastest financial return will come from:

- front line sales and presales across the board
- business unit leaders, sales heads, and entrepreneurs
- channel, business development & partner managers
- product management, development
- customer facing analysts and developers
- marketing, PR, and promotional staff

How do we create so much change?

Our energetic Associates deliver practical, enjoyable 'real life' skills workshops that you develop & extend for your own situation, and can use hands-on ... immediately

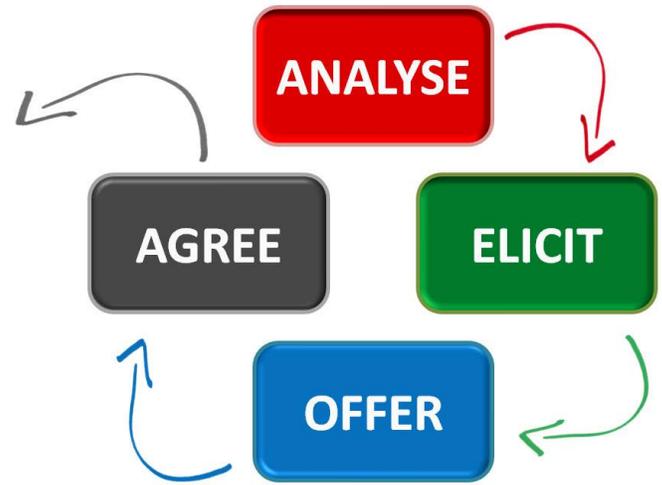
They do this via our simple, 1- or 2-day ABC Analysis™ Workshops or our full 4-day Fearless Selling® Certification

We can also supply a custom workshop or consultancy to address your unique needs

What specifically will you learn?

Using powerful linguistic techniques from Cognitive and Behavioural Psychology, combined with structures and disciplines from Business NLP (Neuro Linguistic Programming) your team will learn to:

- elicit, develop & confirm a client's REAL 'buying drivers'
- describe and provide a precisely aligned solution
- agree exactly the value it can bring to your client
- create a real 'desire to buy'...
- ... and get a great 'buying coach' in return
- take perceptive, effective control of every meeting
- turn tactical ideas into profitable opportunities, earlier
- eliminate 'closure stress' with a mutual 'Buying Plan'



Measurable results for Management

- Sales are more predictable, larger and earlier
- Team performance is levelled up
- Your time is freed from searching for objective data
- Cost of sale is reduced (through time and resources)
- Your energy is liberated for creative problem solving
- Marketing activity will truly drive sales to you



About Holis Associates Inc:

We help growing technology companies to improve the skills in which they usually have the least experience - sales, marketing, channels and finding investors. Our workshops deliver the skills...our BCI™ business process delivers an 'instant' operational framework...our Associates make the change stick. Whether selling solutions, building channels, or seeking investors or partners, we can help you.

For More Information: Call +1-613-792-3866 or sales@holisinc.com