

WHAT IF THE RULES OF MODERN SELLING WERE TURNED UPSIDE DOWN?



Well now they can be...
... by attending a



Fearless Selling® Workshop

Turning Selling into Buying® is about ‘upgrading’ your whole approach to selling – whether you’re influencing people to buy your products or services, your ideas, or even yourself. In the 21st century, your buyers are smart, well educated and have access to a range of accurate, online information that didn’t exist before. The days of a tough, motivated salesperson doing anything needed to ‘close the sale’ are almost completely gone. You need *sustainable relationships, sustainable sales* and *sustainable results*.

Until now, there’s been no clear approach to replacing the ‘old school’ ways. Trainers talk about ‘Consultative Selling’, but the tools are weak. ‘Solution Selling’ lost its power when buyers learned they needed a solution, not a product. Helping a potential customer, partner or employer to become a **Willing Buyer** is what’s needed.

Your buyers need to be *challenged* – respectfully. They need to be *inspired* – believably. They need to recognise that you’re a *sustainable partner*. This is what we have always delivered in our generic **APEX™** Seminars ([click for details](#)). They’re based on a universal influence process that ‘the ‘Best of the Best’ have always used. **APEX™** delivers consistent results in retail, B2B and channels – in high-tech, low-tech, services and consulting. This is now available, in a customised, focussed and result-oriented format, in our **Fearless Selling®** (FS) Workshops.

SO HOW IS IT DELIVERED?

Our Workshops come in two slightly different flavours – **Team Building** and **Problem Solving**.

Team Building. If you have a sales, presales, product management and marketing team that’s taking a new offering to market, or an existing offering into a new market, then this is for you – you may be an active business unit, or a new start-up. Usually delivered over 3-4 energetic ‘half days’, the start is early, the action intense, but most people are away by mid-PM (or local equivalent). This format is proven to allow staff ‘with real jobs’ to remain productive without working into the night and being exhausted the next day.

The workshop series often takes place with 1 or 2 whole days gaps to allow the results of simple ‘real life’ ‘self-development assignments to be completed and fed back into the next day’s work. Sometimes the Workshop is preceded by a full corporate **ABC Analysis™** ([click for detail sheet](#)). This answers the question ‘*What truly would motivate anyone to buy what we offer, and how much might it be worth to them?*’ After a one or two day Analysis the focus is then on *how to use that information* to Build a Willing Buyer and agreeing a Buying Plan with them.



Problem Solving. This format delivers the Workshop as one part of a *larger piece of work* being delivered by a local [Holis Associate](#). In every case, raising the game of the team and making their work more objective, easily

forecast and productive is an essential part of solving the bigger problem. Examples of 'problems solved' include new CRMs, new channels, recruitment, telephone calling, or a change of direction for the company.

SO WHAT ARE THE OUTCOMES FROM YOUR INVESTMENT? .

The first is 'all in the head' – *confidence in exactly what to do next*, not 'making it up as you go along' – this is the cause of so many *lost sales*, even with experienced staff. Next is the elimination of the *dangerous and expensive* guesses, assumptions and self-deception that cause so much grief to all involved – including the buyer. Then comes the sheer 'delivery power' from ethical use of 21st century cognitive & behavioural tools which are now so easily learned. Last but not least is the *shared experience* of the team which levels everyone 'up to the best'.

At one end of the spectrum, this 'shared experience' involves 'sucking the founder's mind dry' of experience and skills. Not only is this a very productive source, but releases them from day-to-day sales activity – confident to refocus on more strategic activities. At the other end, there may be non-sales staff who have valuable but hidden experience that can make a real difference to results.



At the end of the workshop everyone will leave knowing:

- what would motivate anyone in their target market to buy *exactly what they offer*
- how to create and use a powerful cost benefit analysis that covers *every factor*
- new *ways to prepare* them, their team, their buyer and their offering for a meeting
- a flexible yet powerful *meeting or call structure* that gets sustainable results for all parties
- powerful *precision questioning and storytelling skills* – all of which build a willing buyer
- **how to build a *buying plan to convert that willing buyer into an order or decision***
- how to deliver and use the best *elevator pitch* in the world – in multiple situations

THE RESULT IS THAT THEY WILL ALL:

- pull in the same direction, with the same knowledge, aiming for the same productive result
- have enormously enhanced use of language, thought and actions in communication and influence
- be part of a momentum that spreads the word — through your whole operation
- have replaced fear, anxiety and doubt with confidence, creativity and insight
- deliver forecasts of dates, amounts and milestones that are no longer based on 'gut reaction'
- generate better results, more consistently and with less effort — ***and enjoy doing it!***

Contact us today, join in our passion and improve your results. There are so many ways:

Contact your [local associate](#), discuss your problem with them and discover the value of your investment.

Visit www.turningsellingintobuying.com for more on TSB

Visit www.holisinc.com for more on Holis Associates Inc.

Follow us on Twitter [@sellingtobuying](https://twitter.com/sellingtobuying)

Send an email to us at sales@holisinc.com

Call us at any of the numbers below



Now **everyone** in your business can contribute to your results....