



Exclusive Training with originator of the Buying Facilitation® Method. Spend 3 days with Sharon Drew Morgen in the UK 24-26 October.

Learn Buying Facilitation® with Sharon Drew in a unique, dynamic, skills-based learning program for 18 people in the UK.

What is stopping you from closing all of the sales you should be closing?
It's not you. It's not your solution.
It's not your buyer's need.
It's the sales process.

Sales does not manage the behind-the-scenes decisions buyers must make to get stakeholder buy-in for a purchasing decision. With Buying Facilitation® added to the front end of your sales model, you can actually help your buyers navigate through their purchase decisions to get the off-line buy-in from everyone who touches the solution - necessary before they will buy, and the reason we sit and wait for them to close. Sales doesn't address this portion of the buyers decision path. Now, with Buying Facilitation® you can truly support them in order to:

- get onto the Buying Decision Team on the first call;
- recognize who is a real prospect on the first call;
- halve the buyer's time from first call to purchase;
- discover 25% more prospects and convert 50% more;
- become a Trusted Advisor on the first call;
- teach prospects how to recognize and get buy-in from all folks who will touch the solution;
- facilitate prospects through their change management issues so they can close.

Sharon Drew Morgen, author of bestsellers *Dirty Little Secrets* and *Selling with Integrity*, will be teaching her celebrated program that uses a unique learning model (including dynamic uses of NLP, systems listening, servant-leader practice, and decision facilitation) to help learners learn much the same way as buyers buy. Usually trained only in corporations, this public program seeks to teach serious students and potential licensees. Client list includes: IBM, KPMG, Intuit, Clinique, Bose, Wachovia, Kaiser, Morgan Stanley, FedEx, BT, British Steel and KLM.

Are you seeking new skills to add to your current range of sales skills for your sales professionals? Are you seeking to add new content to the sales training you offer? Are you seeking to differentiate yourself from the competition?

Selling is only half the job. The second half. Now you can learn the first half.

[Download syllabus available here.](#)

WHO FOR:

- Sales Leaders and Managers
- Internal Consultants and Coaches
- Customer Service Executives/Managers
- Call Center Executives/Supervisors
- Training Departments/Licensed Trainers
- Change agents for technology implementations
- Companies who seek to help buyers buy
- Those seeking to help buyers navigate the change management/decision path

OUTCOMES

- Close the buyer-seller gap;
- Facilitate buyers down their entire decision path;
- Add a change management skill set to the job of selling;
- Choose the selling patterns to support your buyer's buying patterns;
- Helps prospects differentiate you from the competition;
- Find the prospects who need your product and get rid of tirekickers;
- Teach Gatekeepers how to bring you to the right folks in the company;
- Learn a new skill set to use as a coach, manager, facilitator, negotiator.

TYPICAL CLIENT RESULTS

- 50-300% increase in sales
- 75% reduction in selling cycle
- 30% more qualified prospects
- Get onto Buying Decision Team on the first call
- Seller become true advisor and buyer support colleague
- Help manage the buying decision process & stop selling

PRICING

- NOTE: 18 person maximum
- £2500 per person (includes VAT) discounts for individuals available
- Balance due by Oct. 15

PRE-REQUISITES

- Read *Dirty Little Secrets* or *Buying Facilitation®* (ebook). [Buy Here.](#)

VENUE

- TBA

£2500 GBP
discounts for individuals available

Register at: http://newsalesparadigm.com/3day_bft.php

www.newsalesparadigm.com www.sharondrewmorgen.com www.dirtylittlesecretsbook.com