



**Sharon Drew Morgen**

author of New York Times best seller,  
*Selling with Integrity*

Presents

# BUYING FACILITATION® TRAINING

LEARN **Buying Facilitation®**: THE UNIQUE APPROACH THAT  
**HELP BUYERS DECIDE: *Faster, Easier, Definitively.***

## Ask Yourself:

- Are you ready to consider adding a program that teaches new thinking in the sales field?
- Are you seeking new sales skills to help influence the buyer's decision making?
- Do your current sales skills address the full range of skills your client requires?
- How would your results change if you had the skills to help buyers influence their decision teams?
- Do you seek to work with an ethical, values-based selling model that will automatically differentiate you?

## Learn How To:

● **CLOSE** the buyer-seller gap. Move beyond selling product; manage the buyer's internal relationships that enhance, delay, or inhibit buying decisions.

**DIFFERENTIATE** you from your competitors with true consulting skills that enable buyers to manage hidden internal decisions and include all decision factors – separate from selling product.

**MANAGE** the hidden side of the sales equation – the buyer's internal decisions that have never been available for influence until now.

**COLLABORATE** immediately with all internal decision makers and become part of the buying decision team on the first call.

**SUPPORT CURRENT SKILLS** by adding a new form of questioning that will teach buyers how to manage all of the unique decisions necessary before they will make a purchase.

## TAKE AWAYS:

1. Learn cutting edge skills to ethically influence the internal people and policies necessary to ensure buying decisions and target appropriate prospects.
2. Get training or coaching from Sharon Drew.
3. Learn the Buying Facilitation® Method.
4. Learn cutting edge, revolutionary material that is only offered via the Buying Facilitation® Method.
5. Increase revenue between 200% to 800% over conventional sales. Close sales in 1/8 the time.
6. Differentiate buyers and tire kickers on the first call.
7. Increase prospective buyers by 30%.
8. Use an ethical, values-based servant-leader model to differentiate yourself from the competition.

# The Morgen Buying Facilitation® Method training

## DESCRIPTION:

**OVERVIEW:** Before anyone can bring a new solution into an existing system of people, policies, and rules, the entire system must accept the change in some way. Buying Facilitation® codes and influences the sequence of decisions necessary for change to happen without disruption. It involves a systems level intervention well outside of the conventional sales model and includes all of those activities that buyers must manage prior to a buying decision and that have been hidden from seller before now. This program teaches participants how to understand, manage, and influence the full set of decisions necessary for new decision to be made and makes change plausible with minimal internal disruption. This course involves a ground-breaking learning environment that teaches life skills for any collaborative communication, while enhancing sales results by an average of 400%.

### Day 1:

#### The Learner as Buyer: Modeling the Buyer's Decision

**RECOGNIZING WHAT NEEDS TO CHANGE:** How do you sell now? What's working and what's not? What internal beliefs created your current actions? And what are you willing to do differently to be more successful?

**LEARN:** Become the Learner/Buyer and begin to learn Buying Facilitation by modeling your own sales skills. Model the same elements that buyers need to address before make a buying decision. Consciously monitor your underlying beliefs and behaviors that made you adopt your current skill set. Parallel this activity with a buyer's current environment, decisions, and behaviors and their ability or resistance to change as you learn the skills to shift the status quo.

**SKILLS:** \*understanding the status quo \*recognizing how the status quo is held in place and creating resistance \*realize the importance of the beliefs and history behind the status quo that causes resistance to change \*appreciate how to manage the system behind internal change so it can be transferred to a selling situation and buying decisions \*learn how to manage resistance \*learn to make conscious choices and teach buyers same.

### Day 2:

#### Supplying information to support solution design

**RECOGNIZING WHAT NEEDS TO CHANGE:** What do your prospects need to know to recognize how to fix their identified problem? What are they willing to change, act on, to ensure change won't create disruption? What will disruption look like? What will need to shift internally to add a new solution? What is a system, and why is it necessary in sales? How can buyers design a solution that manages their internal criteria, beliefs, values? How can sellers help buyers design a solution that addresses all internal buying criteria without getting caught in the trap of trying to push their own solution?

**LEARN:** Learn the sequence and systems of how decisions get made that create and maintain the status quo. Understand how and why systems must be managed before any change can happen, and determine the type of solution the system is willing to adopt. Then help the buyer acquire the information necessary to change.

**SKILLS:** \*lead the decision makers through all iterations of their solution design to incorporates internal politics, policies, relationships \*learn to pitch just those pieces of information necessary to design a relevant, congruent solution \*learn to formulate Facilitative Questions that manage the buyer's internal decision system with decision criteria and decision team \*learn how to use the sequence of decision making.

# The Morgen Buying Facilitation® Method training

## DESCRIPTION:

### Day 3:

#### Integration Phase: Put it all together

**RECOGNIZING WHAT NEEDS TO CHANGE:** How do you help your buyer maintain their internal beliefs and criteria while changing those parts that will make them more successful? How can you use and formulate Facilitative Questions to lead buyers through their decision sequence and teach them how to manage their status quo to that any change (i.e. purchase) won't cause disruption?

**LEARN:** Learn how to lead buyers through the sequence of internal decisions that need to be made in order to be ready and willing to make a purchase. Use Facilitative Questions to help buyers expand thinking, recognize new possibilities and make quick decisions that have the normal sales cycle and double their ability to choose new solution.

**SKILLS:** \*practice formulating Facilitative Questions  
\*practice listening for systems \* understand how prospects create their status quo \* collaborate to discover together what's necessary to reconfigure/ manage before buyers are ready to buy.

#### TAKE AWAYS:

1. Create collaborative decision making communication in any situation: negotiations, leadership, change management, customer service, management/supervision, coaching, as well as sales.
2. Influence others to recognize, align, and manage all of the elements that must be addressed before any change - including a purchase - can happen
3. Understand the systems involved in decision making, and the ability to influence a systemic change in any existing system.
4. Formulate Facilitative Questions, using the right words in the right sequence to make it possible for brains to expand possibilities and affect belief/criteria change while adopting something new.
5. Learn how to listen for systems rather than content, and learn to understand what the buyer is really saying.
6. Learn communication skills that can be used in every interaction: for negotiating, consulting, coaching, supervising, running meetings, presenting.

# Sharon Drew Morgen

Sharon Drew Morgen is a thought leader, speaker, author, consultant, innovator and inventor. She has coded the system behind decision making, and from this model developed a decision facilitation process called The Morgen Buying Facilitation® Method.

Applied in the fields of Sales, Customer Service, Negotiations, and Coaching, this Buying Facilitation® Method gives the sellers the tools enable the full buying decision team – regardless of the size or industry – to assemble the appropriate internal stakeholders and policies to include all elements to make a purchase.

As a result, Buying Facilitation® is the new sales paradigm that closes the seller-buyer gap. Sharon Drew has been teaching, and consulting with this new paradigm in visionary groups world-wide for going on 20 years. She has personally trained over 16,000 people, and has License Partners in 8 countries.

As the architect of a wholly original sales model, Sharon Drew has provoked, inspired, and motivated thousands of sales professionals world wide. With a history as a million-dollar producer and 30 years in sales, an entrepreneur of a highly successful international start-up, and consulting, training, speaking, and licensing in many Fortune 100 companies, she brings field knowledge as well as innovation to her audiences.



## Clients

Unisys Eastman Kodak Hewlett-Packard KPMG IBM Covey Leadership Center British Telecom Intuit Wachovia Bank Morgan Stanley  
KLM BOSE Boston Scientific Clinique FedEx Union Bank of California DEC Whirlpool Financial Kaiser Permanente

## Books

- Dirty Little Secrets: Why buyers can't buy and sellers can't sell and what you can do about it.
- Buying Facilitation®: The new way to sell that influences and expands decisions.
- Selling with Integrity: Reinventing sales through collaboration, respect, and serving

## TESTIMONIALS:

"Selling with integrity describes the first new paradigm in sales. It offers a model for how to bring soul into sales, and teaches the hands-on skills to do it."  
— Jack Canfield, coauthor of Chicken Soup for the Soul

"Finally a sales paradigm which supports our spiritual values and lays the foundation for the paradigm shifts occurring in business today."  
— Ken Blanchard, coauthor of The One Minute Manager

"Sharon Drew Morgen takes Rackham's approach a step further. she holds that the salesperson's job is to help prospects efficiently arrive at whether their needs can be satisfied by the seller's company. The whole approach centers on meeting the customer's interests, not the seller's."

— Philip Kotler, Capitals of Kellogg School, Marketing Guru, author of Marketing Management

## Case Studies

**Problem:** One of the Big 4 accounting firms had a 3 year sales cycle on an international, multi-site, multi-million dollar tax solution.

**Solution:** Partners used Buying Facilitations® with the Tax Directors who immediately brought the 'C' level execs into discussions. The sales cycle was reduced to 4 months rather than years.

**Problem:** A major medial supply organization faced stiff competition on undifferentiated products.

**Solution:** The group that learned Buying Facilitation® experienced a 53% increase in revenue over the control group.

**Problem:** A major health care provider needed to save time on face-to-face visits.

**Solution:** Buying Facilitation® made it possible for sellers to reduce 110 visits and 18 closed sales to 27 visits and 25 closed sales, increasing sales by 600%. Sellers increased interest by 50% and then only visited those prospects ready to buy.

**Problem:** A well-known major financial services institution was having trouble increasing sales in a bad market.

**Solution:** Following Buying Facilitation® training, trained group showed 8% increase while the control group showed a 22% decrease, for an overall 30% difference.

