



3-Day Buying Facilitation Method Exclusive Training with Sharon Drew Morgen

Stockholm, December 3-5, 2007.

"Sharon Drew Morgen takes Rackham's approach a step further... The whole approach centers on truly meeting the customer's interests, not the seller's. Her model is light years ahead of the rest of the field."
Philip Kotler, author of Marketing Management

"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

"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

"Morgen has done it again - described an exceptional approach to selling and made it clear and concise."
Larry Wilson, author of Stop Selling! Start Partnering and Changing the Game



Three Day Buying Facilitation Method[®] Exclusive Training with Sharon Drew Morgen Stockholm, December 3-5, 2007 .

This is your opportunity to attend an exclusive training program presented by Sharon Drew Morgen, the author of New York Times Bestseller, *Selling with Integrity* and the inventor[®] of the revolutionary Buying Facilitation Method . Act now, as there are a maximum of only 18 places available!

- What is stopping you from closing all of the sales you should be closing?
- What additional skills would you need to be adding in order to find more prospects?
- How could you differentiate yourself from your competition in a way that would make prospects choose you easily?

Now, using a new sales model that closes the Buyer-Seller gap, teach your prospects how to make better, quicker buying decisions that will:

- differentiate you from the competition by helping buyers design their own solution with you involved;
- make efficient buying decisions that will include all of their internal decisions in a very short time frame;
- create a true Trusted Advisor relationship that will make your prospects trust you and remain loyal.

Sharon Drew Morgen, developer of the wholly original sales model Buying Facilitation[®], will be introducing a program in Stockholm together with **Ted Elvhage / XLNT Facilitation**. Bringing the training that has brought 50% increase in sales to such international companies such as IBM, KPMG, Intuit, Clinique, and Morgan Stanley, Morgen will be running a public program that will bring Buying Facilitation[®] into the Swedish market, to those companies who seek a new set of skills to help buyers make more efficient, effective, and loyal buying decisions.

Are you seeking new skills to add to your current range of sales skills for your sales professionals? Send a sales manager or a top sales person to this one-time program with Sharon Drew, and pilot the effects: will they close sales faster? will they close more sales? will they discover more prospects?

Go to www.newsalesparadigm.com/syllabus_3day.html and see the syllabus and decide if this new model will serve your sales initiative.

Do you want to sell... or have someone buy?

WHO FOR

- Sales Leaders and Managers
- Consultants influencing decisions in sales
- Customer Service Executives / Managers
- Call Center Executives / Supervisors
- Training Departments / Licensed Trainers

TAKE-AWAYS

- Know how to close the buyer-seller gap and move a sale forward in half the time of conventional sales;
- Understand the difference between the job of selling and the job of helping buyers make unique buying decisions;
- Learn how to recognize selling patterns that stop sellers from being truly successful;
- Learn to understand, support and manage all elements of the buyer's buying environment through to the purchasing decision;
- Find all of the prospects who truly need your product;
- Take your product out of the competitive environment and teach your buyers how to make efficient buying decisions.

RESULTS

- 50-75% increase in sales
- Seller and product melded into the solution design
- 75% reduction in selling cycle
- 30% more qualified prospects
- Unique buyer/seller collaboration from first call
- Seller become true advisor and buyer support colleague

VENUE

The program will take place in central Stockholm, at the facility of Know IT AB (publ) Klarabergsgatan 60. The training fee includes refreshments biscuits and cakes during coffee breaks.

LIMITED OFFER
3000 kr off
if you book by 24th of
August

DU HAR RÄTT ERBJUDANDE. SÅ VARFÖR KÖPER INTE KUNDEN?

BOOKING FORM

Three-Day Buying Facilitation Method Exclusive Training with Sharon Drew Morgen
Stockholm, December 3-5, 2007.

Book your seats now on-line: <http://www.newsalesparadigm.com/register.html>

Or complete and return this booking form via fax or mail to
XLNT Facilitation, Tomtebgatan 37, 113 38 Stockholm, Sweden.

Tel: +46 70 556 08 08 / Fax: +46 8 33 14 02

Please book places on the Buying Facilitation® Training.

Name: _____

Company Name: _____ Position: _____

Address: _____

Postcode: _____

Daytime Tel: _____ E-mail: _____

Signed _____ Date: _____

The Training is priced exclusively for the Swedish audience at 24 500 kr+VAT per person for the whole program.

How to pay for the program: Pay On-line via secure link at <http://www.newsalesparadigm.com/register.html>

Alternatively, after sending back the registration form, we will contact you and send the invoice to the above address.

We hope to meet you at this special event! Should you require any further information please do not hesitate to contact us.

Have an XLNT day!

Ted Elvhage

WWW.XLNT-FACILITATION.COM

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