



Turning Selling[®] into Buying

with

Holis
Associates

What We Do ...

We supply the Training, Inspiration and Support to improve the business success of any company with a complex offering.

We train & develop any staff that engage with customers & partners and who need to improve their personal performance in influencing others to buy **products, services, ideas, solutions or a vision:**

- all sales, presales & customer support
- consulting and project management
- channel, VAR and distributor managers
- marketing, product management, R&D
- anyone seeking partners or investors

Unlike most 'sales training companies' we focus on personal process & techniques to build '**Advanced Influence Skills**' that transform the productivity of every individual ... and which integrate with any other methodology or process

Turning Selling into Buying[®] workshops are founded on our own well-proven **APEX[™]** Framework. This transforms old-school 'sales pressure' into a simple, yet powerful facilitation process where the customer's buying process, their agreed value and a 'desire to buy' are the drivers ... not just 'talking about and proving how great we are'

Our network of highly experienced **Holis Associates** can also deliver any extra consultancy that's needed to ensure that the change sticks - be it to process, recruitment, systems or marketing etc...

How We Do It...and the Change We Deliver

What problems do we solve?

Whether they're new or well-established, most companies that have complex offerings have a big problem in qualifying, predicting and developing opportunities. Too often this results from an outdated sales process that sprays features, functions and financial benefits at the client.

But there's no such thing as a 'sales process' - only each individual Buying Process and the drivers behind it. Master the psychology & motivation which drives that - and the whole dynamic is changed.

When preparation is confident & objective...when effective verbal techniques & strategies are used in a meeting...and when the structure uses the customer's Buying Process...THEN less time is wasted through poor qualification, and deals are no longer smaller (or later) than forecast.

If you get it all right, results go up, managerial, client and team stress goes down, technical creativity goes up and scarce resource isn't squandered.

How We Do It

We've modelled the 'best of the best' in business, consulting and channels to discover the unconscious language patterns they use to be so effective. We combined this with the best of cognitive & behavioural psychology and underpinned it with the structure & discipline of [Business NLP](#).

Our prime offering is the full **Fearless Selling[®] Certification** training that takes place over 4-5 workshops. These focus on three aspects:

- **Objective Preparation** for any Sales & Business Influence activity
- **Effective, Controlled & Focused** execution of every Influence Meeting
- Building a 'desire to buy' and crafting a **Buying Plan** with the client

A one or two day option is an **APEX[™] Analysis[™]** to generate the buying drivers, ROIs, verbal prompters and solutions definitions needed for sales & marketing. Each matches an 'offering' (e.g. product) to a target or sector.

We also deliver a series of '**Fearless Focus[®] Modules** that solve specific business problems - these then build into a **Fearless Selling[®] Certification**

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

We focus on Team Performance...

...and the data needed to strongly underpin it

The **APEX™** Framework™ only has four simple steps, and within each step there are easily learned processes, acronyms, techniques and skills ensuring they work fearlessly, every day, rain or shine. This diagram shows the simple outline:



What attendees will take away

Everyone leaves with new skill & knowledge that is really well practiced and that they trust (+ a great reference workbook)

- new confidence based on a solid process that they know will never fail them and that they've experienced **works for them**
- total competence in five levels of well-understood & practiced **Precision Questioning** that's powerful, yet simple to use
- ways to prepare themselves, their customer, their offering and their team - consistently, productively and **every single day**
- reliable frameworks for **every** call, casual meeting, formal sales call, phone call and presentation
- objective qualification - a **simple process** that generates dependable information from every opportunity
- convincing ROIs built by **powerful, comprehensive techniques** that that are not simply 'made up' each time

Measurable results for Management

- money is only spent creating what people will actually buy
- opportunity qualification is objective and consistent
- performance is great in new markets and products
- you'll see higher revenue, more predictably, and earlier
- the team all pull in the same, productive direction

Our TSB Workshops

Two Core Certifications and 8 Focus Workshops cover most cases, and we can tailor for specific situations.

- **Fearless Selling® Certification Workshop**
A complete training in the skills and insights of **Turning Selling into Buying®** - from really great **Preparation**, through **Highly Effective Execution** to **Profitable Agreement**. 4-5 days (over ~2 weeks to allow normal work + on-the-job assignments). With full **APEX™** Analysis™
- **APEX™ Analysis™**
Generates accurate answers to the question: *"What TRULY motivates anyone to buy what we offer?"* Builds a full set of **TakeAways™** (Buying Drivers), **Solution & ROI** templates and **Elicitation Prompts**. In a 1-day **Analysis Workshop**, the analysis is facilitated by an Associate; in the 2-day **Certification**, all of the theory & skills that are needed to repeat the analysis (without our facilitator) are also taught and practiced
- **Fearless Influence™**
Learn & Practice the **Meeting Structures & Verbal Skills** that Create Long Term Decisions to Buy - every time
- **Fearless Meetings™**
Linguistic & Behavioural Techniques that elicit precisely what the client needs from you - and agree its value
- **Fearless Orders™**
Confidently take a client from a 'Desire to Buy' to an all-inclusive '**Buying Plan**' that ends with an Order
- **Fearless Presenting™**
Confidently take control and turn any Presentation into a **Highly Effective Sales or Influence** opportunity
- **Fearless Proposals™**
Make every word of every proposal **contribute to the Sales Process** and Influence a Clear Decision to Buy
- **Fearless Negotiating™**
Confident, Profitable Outcomes and Quickly - through **Powerful Linguistics & focussed, Objective Preparation**
- **Fearless Channels™**
Make your channels (however long they may be) **as productive as your own** direct Fearless Selling team
- **Fearless Networking™**
Are You Networking or Not Working? Make **every commercial encounter effective** for you and your aims

Learn & Use APEX™ Framework

Core Skills Set

Targeted Influence Techniques



About Holis Associates Inc:

We help growing technology and services 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 **APEX™** Influence Framework delivers an 'instant' operational structure...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 tsb@holisinc.com