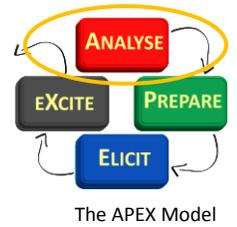




Turning Selling Into Buying[®]

Stage One

ABC Analysis[™]



ABC Analysis[™]

What motivates anyone to buy from you?

We objectively answer the questions:

“What would anyone really take away from doing business with me?”

and

“What would influence them to invest time & money in what I offer?”

In either a 2 day **ABC Certification[™]** or a 1 day **Workshop**, attendees:

- **Analyse** what buyers truly take away from what you can deliver
- **Build** a full set of ‘Buying Drivers’ for your offering in that market
- **Create** a supporting framework of Elicitation Prompts, Offerings, ROIs*, and Convincers*

Our Fearless Selling[®] Workshops all begin with a foundation syllabus that includes the theory and practice of an ABC Analysis[™]

An **ABC Analysis[™]** is only the first step in

Turning Selling into Buying[®]
and improving your results,

What problem does an ABC Analysis[™] solve?

When we influence others to buy the product, service or vision that we offer, it’s always tough to accurately & consistently look at our proposition from their perspective and to gain an accurate understanding of what would drives them to buy from us.

Without understanding this really well, we can easily:

- create products, services & propositions that few will buy
- offer the wrong thing, the wrong place, and with the wrong price
- waste time ‘pitching features’ to the buyer...not drawing out needs
- evaluate opportunities with our anxiety, not with our intellect
- miss key opportunities to develop earlier or larger orders
- win business by price cutting

What makes us so Different & Effective?

We teach and apply the ‘Precision Questioning’ from our well-proven **APEX Framework[™]** and generate answers to the questions:

“What enduring benefits might a purchaser take away from investing in what we offer?” *“How specifically might they benefit in terms of improvements in time, money, risk & how people feel?”* *“What proof might they need that we can deliver?”**

The powerful, objective data thus created is immediately productive for sales calls, marketing activity, management influence, product development, R&D, and customer support.

In a full two day Certification Workshop, the techniques and theory used are also fully taught and practiced so that you can carry out an ABC Analysis[™] at any time, and on any combination of offering or buyer.

In the single day workshop, the analysis is facilitated by a Holis Associate on a specific offering/buyer combination.

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

Learn what influences people to buy

An ABC Analysis™ is the foundation of the Fearless Selling® Certification. Once you can effectively and accurately understand, analyse and, most importantly of all, utilise what it is that makes people buy from you - you have a great influence base for strong business growth

What you and your team will take away:

- a basis for repeatable, accurate opportunity qualification
 - saving time, resource & stress and creating earlier revenue
- objective methods to match offering to market or client
 - removing unproductive time and effort
- a fabulous basis for a 'needs elicitation' at a prospect
 - no wasted 'spray and pray' time, merely pitching features
- products, services & propositions your market desires
 - creating predictable revenue and market share
- a solid base for triggering larger, more strategic projects
 - earlier, less randomly and under your control
- a high ROI approach to new product or market launches
 - based on our exhaustive ROI framework methodology*

Who should attend from your team?

Everyone influencing product development and sales will benefit. The fastest financial return comes from:

- front line sales and presales across the board
- business unit leaders, sales heads, and entrepreneurs
- channel, business development & partner managers
- product management, development
- customer facing analysts and developers
- marketing, PR, and promotional staff

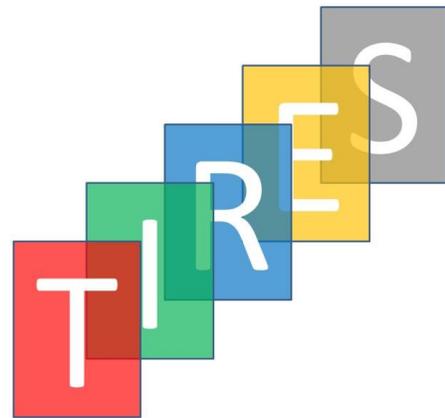
How do we create so much change?

Our energetic Associates deliver an enjoyable, practical 'real life' workshop where you learn & practice skills, and extend them for your situation, so that you can use them hands-on, the next day.

What specifically will you learn?

Using powerful linguistic techniques from Cognitive and Behavioural Psychology, combined with structures and disciplines from Business NLP (Neuro Linguistic Programming) you'll learn from Part One of the Fearless Selling® Certification Syllabus how to:

- identify & classify why people buy what you offer them
- accurately analyse all of the buying drivers (TakeAways™) that influence a buyer
- build a useable a TIRES-based TakeAway™ Grid
- start to create verbal prompters essential to elicit needs
- * create a set of accurate, risk free 'Solution Statements'
- *build a Return On Investment for your solution or vision
- *begin the process of building a library of Convincers™



Measurable results for Management

- You only spend money developing what people will buy
- Your opportunity qualification has an objective basis
- Your risk is minimised in new markets and products
- You'll see higher revenue, and earlier
- Your team all pull in the same, fulfilling direction

* - Two Day ABC Certification™ Only



About Holis Associates Inc:

We help growing technology 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 BCI™ business process delivers an 'instant' operational framework...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 sales@holisinc.com