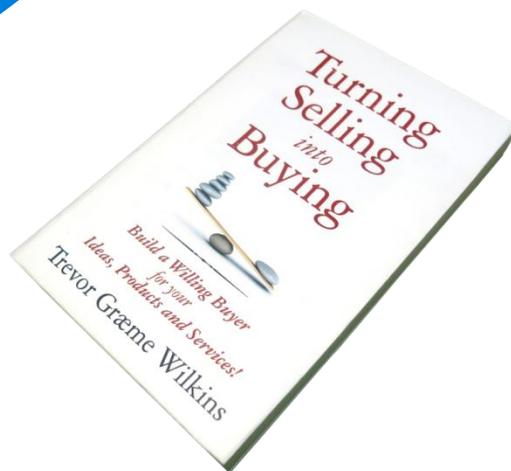


We all live by
selling something

@sellingtobuying



Turning Selling *into* Buying

<http://turningsellingintobuying.com>

Build a Willing Buyer

for your

Ideas, Products, Services

...quickly, easily & enjoyably!

What's Different?

Learn to build sustainable
relationships and sustainable sales
- ethically and enjoyably -

Turning Selling into Buying

is a step change from 'old school'
influence. Instead of the seller
'pressing your case' until the buyer
decides they should buy, you'll
discover how to:

- 1. Understand** precisely what would motivate a target Buyer to buy or 'buy into' your idea, product or service - and the value it has to them -
- 2. Prepare** your offering so the buyer can relate to it well, prepare your buyer so they *want* to talk, and - prepare yourself to be effective -
- 3. Engage** your Buyer with the *right words*, explore their situation and agree exactly what they'd take away from doing business with you...
- "**Yes, that's exactly what we do**" -
- 4. Turn** the strong 'desire to buy' that you've created into a Buying Plan, learning throughout the process...
- so your Buyer 'closes' themself -

So What do you get?

What problems does this new approach solve?

You need the skills in this book if you've experienced:

- poor or unpredictable results — in influence or sales
- anxiety or fear of rejection, being pushy or looking foolish
- win a decision too often by 'price dropping'
- the frustration of not turning a clear 'desire to buy' into an order
- much longer decision timescales than you expect
- challenging search for partners, finance or channels

What techniques and skills will you take away?

You'll learn techniques and develop them into skills in:

- discovering exactly what might motivate someone to buy from you
- confidence, rapport, engagement and structured thought
- a sure-fire structure for any and every influence meeting
- precision questioning skills that turn *needs* into *decisions*
- financial models that allow *anyone* to tackle money issues
- replacing 'The Close' with an 'Buying Plan' — that works!
- the Best Elevator Pitch in the World

What else is included?

- support from the TSB Community Website
- downloadable worksheets and self-development assignments
- reference videos, coaching sheets and demonstrations
- discounted access to e-learning and traditional extensions
- special prices for **APEX™** Seminars and **Fearless Selling®** Workshops

Visit <http://turningsellingintobuying.com> to order or discover more

WHO SHOULD READ THIS BOOK?

Turning Selling into Buying is for everyone who's determined to improve their influence skills and 'get on' – at work and in life – and who is prepared to invest time and effort doing it.

If you accept what fate throws at you, or never need to sell or convince anyone, then this book isn't for you. If not, then with a little effort, you can transform the way you influence people to buy your ideas, products or services.

Entrepreneurs

If you're looking for that important 'first reference sale' - or seeking investors or partners - *TSB* is a real game-changer that make things happen earlier, more easily and more predictably. Once you've grown enough to need a sales team (rather than *you* leading every sale) you can safely grow that team, and its managers, *from within* – built on the solid, productive experience *you've* already gained - rather than take the costly risk of getting the wrong sales leader

Sales & Marketing Leaders, Business Development, Customer Service, Retail Staff

If this describes you, *Turning Selling into Buying* adds many productive skills and insights to your existing approach, presentations and proposals. You'll gain:

- new insights and skills that will make your sales results more predictable, earlier and larger
- less wasted time, fewer risky guesses or assumptions, earlier results and less stress
- a transformation upwards in forecasting accuracy if you're a sales manager

If you use channels and partnerships, *TSB* will even transform *their* profitability as well.

Business and Technical Consulting

Are you great at what you do? But you hate 'selling' yourself? *TSB* is the perfect approach for you. It suits a rational temperament and boosts anyone's self-confidence. You'll approach your clients positively, effectively and profitably once you know exactly what they'll gain from your work.

Project Management and Team Leadership

This is at the heart of what you do every day – influencing others to buy into tasks and change. You need to sell ideas, plans and the benefits of reaching an objective –*TSB* will save you, time and money, energy and a lot of frustration!

Personal Life

If you ever need to influence anyone or sway a group to buy into a decision, then these techniques and insights are for you. Maybe you're having problems with your neighbour; perhaps you're a local charity fundraiser; maybe you just want to bridge the gap between you and your kids.

Small or Home Business

Need to sell a car, but don't know how to turn a possible buyer into cash? A painter who needs more work in a tough market? Maybe a specialist with hard-to-sell technical services. You'll all benefit from *Turning Selling into Buying*.

Job Seekers

Let's face it, when you're looking for a new job or promotion, you're *selling yourself*. You need people to 'buy' you and what you bring to them! With *TSB*, you can Turn Selling into Employing!

"Influence Skills for Life – Sales Tools for Work"